

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

BAYU DESA ENTERPRISE

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1.0 EXECUTIVE SUMMARY

Nowadays, there are several business existed in our country which compete each other. Entrepreneurship acts as the movers of the economy who involved in the business of products or services. However, the entrepreneurship have absolute right to make decision what product to be produce based on relevancy. Business might be given profit or gain losses but it depends on the entrepreneurship manage the business as well. Normally, entrepreneurship opens up business because want to get maximum profit.

After we made some decision, we determined to produce Chicken *Amplang* as our product. Before we made this decision, we already did various methods to identify the chance in the business field. Nevertheless, our company name is BAYU DESA ENTERPRISE which established as partners' company. We will start our company on 1 January 2010.

We confident to run in this business field where we can gain our business target. Our priority is to make sure our product will brings happiness to the customers. This kind of business has a good opportunity to gain profit and contribute to the economic development of our country. Even though there are already existed *amplang* in this business field, but we are try to complete the weaknesses of them. We come with new ingredient which we use chicken. In our business, we will put a priority on the quality of the product and services as well as the costumer's satisfaction.



Our target market helps us in producing product where we are focus in Kota Kinabalu as our first step before expand our company. We use several methods to get important information from various resources. There are through interview and our observations about society demands. The result helps us making in marketing analysis about our market size, determining our main competitors, the sales forecast and the marketing strategies.

We see this product as the medium to solve problem of people who allergic with seafood which the existent *amplang* is ingredient of seafood. This is the big chance to us to run in this industry. Moreover, we expect that the demand of this product can increase by time to time. Chicken *Amplang* will soon in the market. This product comes with weight of 1 KG. We provide Chicken *Amplang* package just in one design to make people easy to recognize our product since there so many product in the market nowadays.

Our location of the business will be at KKIP, Kota Kinabalu, Sabah. The address is as follow:

Bayu Desa Enterprise, Lot 32A-11,

Industrial Zone, No.9 Jalan 1F KKIP,

Selatan, 88460, Kota Kinabalu, Sabah.