



**UNIVERSITI TEKNOLOGI MARA  
SABAH**

**ETR 300  
FUNDAMENTAL OF ENTREPRENEURSHIP**

**SAGO ENTERPRISE**



**PREPARED BY:  
HANANI BINTI OMAR (2006111013)  
DK NORHAJIJAH AK MOHIDDIN (2006111021)  
NORHARIZAH WATI HARIS (2006139405)  
ELBINA NUR HUSSIN (2006111037)  
NOOR BINTI MANDAR (2006139409)  
MUHD AZMI BIN HAMDANI (2006297512)**



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SAGO ENTERPRISE

Kampung Silaun Gadung, P.O. Box 6,  
89807 Beaufort, Sabah.

Tel: 013 8842025

Madam Emildah  
Coordinator of MEDEC,  
UITM Kota Kinabalu,  
Sabah.

SALINAN FOTO TIDAK DIBENARKAN

Madam,

Submission of Business Plan for December – May 2009

As a mentioned above, our company Sago Enterprise is going to submit this business plan proposal to you.

This business plan has been prepared according to the format and all instruction given. We hope all the benefits that we gained in preparing this business plan will be useful and this business itself could be practiced in the future. Any advices or comment on this plan will be highly appreciated.

Thank you,

Sincerely,

.....  
(HANANI BINTI OMAR)

Manager,

SAGO ENTERPRISE

HAKMILIK  
Perpustakaan  
Universiti Teknologi MARA  
Sabah



### 3.0 BUSINESS INTRODUCTION

SAGO ENTERPRISE is a business that focuses on producing products based from the sago palm (*Metroxylon sp.*). Our products are sago flour and Tebalui and had certificated from Sabah Forestry Department. All of these products are high demand especially in northern Sabah because it is highly used on a tourism sector. Unfortunately, the producers of sago products is very limited suppliers and about only 3 suppliers around Sabah. For the reason, we produce sago products to local people and small holders.

According to the Sabah's history (early 1940), sago has saving many of people around Kuala Penyu and Beaufort on Japanese colonization. At that moment, the local people don't have any source of food especially rice because all of food sources has been taken by Japanese soldiers.

Sago have their own specialties on a Sabahan's local people that not only use as a staple food that rich in carbohydrate but it is have many use in their daily life's especially for :

- a. *Dusun Tatana*
- b. *Bisaya*
- c. *Brunei*
- d. *Kadayan*

Nowadays, the sago palm became as a commercial plant that can give better profit for those who involve with these plant. This is because only several areas in our country get benefit from it. As we know, sago is also has a potential to be a substitute product for substituting the starch flour.



### 3.3 PURPOSES

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The purposes of preparing this business plan are:

- 1) To apply for loans or financing facilities from relevant financial institutions.
- 2) To estimate the costs and sales of the business.
- 3) As a guidelines for the management department to supervise this business progress.
- 4) To allocate the business resources as efficient as possible.
- 5) Good prospect of income in the long run.
- 6) To allocate the business resources as efficient as possible.
- 7) To stimulate the new ideas and well managed effort towards the successful life as an entrepreneur.
- 8) To understand how to initializing the business and maintaining the business in gainful position
- 9) To identify any possible problems that might occurs and try to find best method to solve it.