



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا اَلْمُرْتَدِيْنَ اَلْمُرْتَدِيْنَ اَلْمُرْتَدِيْنَ

UNIVERSITI
TEKNOLOGI
MARA

FAKULTI KEJURUTERAAN AWAM

**SUBJECT : FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)**

TANI SEGAR

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TANI SEGAR
HIGH QUALITY CHILI

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Tel: 09-9755551

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AKNOWLEDGEMENT

With the name of Allah S.W.T, the Almighty, we would like to express our thankfulness to Allah S.W.T for blessing us to do this business plan with succeeds. Even though we have a little problem, finally we succeed to overcome and complete this business plan on time. Thanks God during we prepare this business plan, everybody had given a lot of supports and information.

We would like to thank to our kindly lecturer, Puan Normala Ismail for her guidance. She has given a lot of information and knowledge regarding on how to prepare a good business plan. Without her, we do not know how to do a good business plan more regularly.

We also would like to thank to our family for their support and encouragement in preparing the business plan. Special thanks to our kindly, Encik Wan Anuar Wan Ismail for his support and sharing a large information. Thank you so much for standing behind us when we face problem.

Special thanks for Persatuan Peladang Kawasan Bukit Awang for their information, support and encouragement to do this business plan. They had given a lot of information regarding how the operations of business of chili planting process. May Allah bless you.

Not to forget our committee members for their support. Thanks for everything. We believe this business plan can act as guidance for us to start a business after we graduates.



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EXECUTIVE SUMMARY

TANI SEGAR is run by five partners which is 100% own by Bumiputera. All partners are agreed to choose 'TANI SEGAR' as our business's name. We choose 'SEGAR' from Malay's word which means fresh.

TANI SEGAR is a partnership type of business. We have chosen partnership because there are a lot of ideas, talents, and skills can be pooled together for better management. The responsibility of managing and handling the business can be divided equally among partners. Besides that, business risks can be reduced and distributed among partners.

TANI SEGAR produce chili kulai and being a supplier of chili to companies that produce their product based on chili such as Nestle, Fatinah, etc.

Our business is located at Lot 951, Kampung Becah Leret, 18500 Machang, Kelantan Darul Naim. Place is the most important thing in order to begin a business. We choose this location because it is a strategic place and it is located near Machang city and in that location, all utilities to start planting such as river, good soil condition and easy to get raw material.

We planned to run our business after we graduates in January 1st, 2007. Therefore, we can take the opportunity to launch the business as we had some knowledge. We choose this kind of business because we like to business and get a good profit especially this manufactory has higher demand.

We hope that we can attract customer especially from companies that produce their product based on chili.



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BUSINESS PLAN PURPOSE

The main purposes of we preparing this business plan are:

- To evaluate the project viability and growth potential.
- To apply for loans or financing facilities from relevant financial institutions for three hundred thousands ringgit Malaysia (RM 300,000.00) in order to start the planned business.
- To act as guideline for the management of business.
- To allocate business resources effectively.