

UNIVERSITI TEKNOLOGI MARA CAWANGAN SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT300



CILI SEDAP ENTERPRISE

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Date: 17 OCTOBER 2010

MDM IMELDA ALBERT GISIP,
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Sabah.

Dear Miss,

SUBMISSION OF BUSINESS PLAN

The above matter is referred.

I am Saperuddin Bin Mohd Noor as the General Manager of CHILI SEDAP ENTERPRISE, would like to submit our business plan on the actual date as planned.

2. We would like to send our thankfulness and appreciation to all that helped us in completing this business plan. This task will not complete without their supports.

3. Hopefully this business plan can be the guidance for the next who want to open a business and all the cooperation and guideline from your party are really appreciate.

SALINAN FOTO TIDAK DIBENARKAN

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1.0 EXECUTIVE SUMMARY

1.1 Introduction

Chilly is one of the additional foods and a good prospect as a source of income. It is also as a product with a high demand either as flavor production or any product such as sambal and other confectionary products. So, we choose to produce chilly as our main production.

Chilly is one of the oldest fruits of the world. It is already being cultivated by Ecuador people 6000 years ago. It is available almost throughout the year, the chilly is a nutritious, palatable, fiery hot flavor, which is rich in vitamin C, carotene (provitamin A), and minerals.

Not only that, it is one of the additional foods and a good prospect as a source of income. Chilly has been successfully introduced throughout Asia and Pacific and is now an important crop. It grows easily in almost any soil, and even in extremely dry condition. Often regarded as a subsistence crop, Chilly is not always available in big city market.

According to press reports of India (2009), Malaysia becomes the second largest importer in the industry of Indian spices, after the United Kingdom, with its imports worth \$79 million in 2009. In this statement, Malaysia will become a second largest exporter in the chilies industry in the world.

Kementerian pertanian dan industri asas tani Malaysia reported that more farmers now switch into chili industry. In their official website, it tells a farmer turned to the chili industry and described the healthy profits earned from the first crop. Besides that, chili industry has high potential to develop in Malaysia because the climate is very suitable for chili.

Farming nowadays is seen as an alternative source of income rather than working in offices as young executives. Modern farming and 'cili fertigasi' or chili fertigation has become an attraction to fresh graduates to get involved in this lucrative business. In Malaysia nowadays, modern farming is now considered as a 'business' instead of just a traditional village work. It is a popular trade as the market price for fertigated chilli has risen from RM1 per kilogram into RM20-25 per kilogram in big cities such as Kuala Lumpur. Financial institutions are also currently making agro-based loans available to help these young entrepreneurs finance their projects. Cili Fertigasi in Malaysia is growing in the rural area of the country and you can take part in this process too.

CILI SEDAP ENTERPRISE more focuses to plant red-green chilly in the family solanaceae also known as capsicum annum-red chili. According to the analysis that we made from articles, this species is more valuable and has the highest demand in the market. Besides that, this species is

2.0 BUSINESS PURPOSES

Cili Sedap Enterprise for the purpose of prepares this business plan;

Each Business Plan provided with a specific purpose. In generally, the business plan provided is intended to make the review and the guidelines for a new business will be run by entrepreneurs. Through the Business Plan, some analysis can be done to find out how to implementation process, reduce the resistance during the implementation, reducing the risk of failure, efficient use of resources and facilitate the achievement of a business.

In our business CiliSedap Enterprise, there are some purposes to prepare the business plan. Firstly to convince bankers, venture capitalists and inventors in order to raise capital and support for the venture. To apply a loan application, business plan is required for make sure the loan approved by the bank. So our business plan is to convince the bank to approve our business loan. To ensure that the Cili Sedap businesses successful, the cooperation of the members of the company as finance department, administration department, operation department, inventors and the other is required. So to convince all members of the company can provide good cooperation, the business plan is needed.

Secondly, the purposes of we doing this business plan is to apply for loan or financing facilities from relevant financial institutions .It is important to obtain financing or loans from any financial institution to fund working capital requirements of a business. Other business plan purpose is to ensure the amount of loan that needed for our business from bank or financial institutions by estimate the cost and sales of the business.

Other purposes of business planning is to estimate the cost and sales of the business .It is aims to facilitate business for us to determine the amount of the loan in accordance with our business bank.It is also to prevent us from burden business with excessive borrowings.

Then, business plan is important for anyone who wants to open a business. Our business plan can be our guideline for day to day management of the business. It can help each partner of the business to see clearly the main flow of the business, in term of administrative, marketing, operation and financial with the specific of each management either outside or inside the business.

Other than that our main objective of prepares the business plan is to fulfill the demand of people who want our product to market. In our business, maximization profit and customer satisfaction is top priority. It is because to ensure our business continuously related to our business objective and gain more profit for a long term.