

MARA UNIVERSITY OF TECHNOLOGY (UITM)
KOTA KINABALU, SABAH BRANCH

ETR300
FUNDAMENTAL OF ENTREPRENEURSHIP

PINEAPPLE FARMING
PINENANAS ENTERPRISE

PREPARED BY:

FAUZIE BIN MATJUDIN	2008519219
MOHD AZRIN BIN ARIFFIN	2008711139
NUR FADILLA BINTI HALIM	2008355259

JANUARY-APRIL 2011

TABLES OF CONTENTS

	Page
SUBMISSION OF BUSINESS PLAN	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	iv
1.0 INTRODUCTION	1
1.1 Summary of Proposed Business Plan	2
1.2 Business Purpose	3
1.3 Industry Review & Business Opportunities Identification	5
1.3.1 Industry Review	4-6
1.3.2 Business Opportunities	7-8
1.4 Company Background	9
1.5 Owner Background	10
1.6 Logo	11-15
1.7 Partnership Terms & Agreement	16-17
1.8 Location Plan	18-19
2.0 ADMINISTRATION PLAN	
2.1 Introduction	18
2.2 Nature of Business	19
2.3 Vision	19
2.4 Mission	19
2.5 Objectives	19
2.6 Organization Chart	20
2.7 Administration Personnel	20
2.8 Task Description	21
2.9 Workers Intensive Scheme	22
2.9.1 Business Floor Plan	23
2.9.2 Office Equipment	24
2.9.3 Administration Budget	25
3.0 OPERATION PLAN	
3.1 Introduction	26
3.2 Process Flow Chart	27-34
3.3 Production Capacity	35-37
3.4 Material Requirement	38-39
3.5 Manpower Requirement	40-42
3.6 Machine & Equipment Requirement	43
3.7 Operation Layout Plan	44
3.8 Location	45-46
3.9 Operation Overheads & Budget	47

4.0	MARKETING PLAN	48
4.1	Product or Services Descriptions	49
4.1.1	Some of Pineapple Products	50
4.2	Market Analysis	51
4.2.1	Target Market	51
4.2.2	Market Size	52-54
4.3	Competitor Analysis	55
4.3.2	Market Share	56-59
4.4	Sales Forecast	60
4.5	Marketing Strategy	61
4.5.1	Product Strategy	62
4.5.2	Price Determination	62
4.5.3	Promotion Strategy	63-65
4.5.4	Placing Strategies	66
4.6	Marketing Budget	66
5.0	FINANCIAL PLAN	
5.1	Introduction	67
5.2	Sources of Financial Information	68
5.3	Background of Business	69
5.4	Operating Budget	
5.4.1	Administrative Budget	70
5.4.2	Operation Budget	71
5.4.3	Marketing Budget	72
5.4.4	Sales & Purchases Budget	73
5.5	Project Implementation Cost and Sources of Finance	74
5.6	Pro Forma Income Statement	75-76
5.7	Pro Forma Balance Sheet	77
5.8	Financial Analysis	78
5.8.1	Generating Information from Financial	79
5.8.2	Financial Ratio in Graph Form	80-81
6.0	CONCLUSION	82
	REFERENCES	83



1.0 INTRODUCTION

PINENANAS ENTERPRISE is a business that focuses on producing fresh pineapple from the varieties of Josapine . Pineapple (*Ananas comosus*) a type of tropical plant believed to originate from East Area of South America. Introduced in Malaya in the 16th century by the Portuguese. With rubber crop development, in year 1921 pineapple began to be planted in Singapore, Johor and Selangor as cash crop. Pineapple plantation continued to expand in peat soil area especially in Johor.

The pineapple is the leading edible member of the family Bromeliaceae which embraces about 2,000 species, mostly epiphytic and many strikingly ornamental. The pineapple plant is a terrestrial herb 2 1/2 to 5 ft (0.75-1.5 m) high with a spread of 3 to 4 ft (.9-1.2 m); a very short, stout stem and a rosette of waxy, strap like leaves, long-pointed, 20 to 72 in (50-180cm) long; usually needle tipped and generally bearing sharp, up curved spines on the margins.

In Malaysia, there still lots of people who doesn't know about pineapple plantation. Pineapple is one of the most importance commodities that should be given an attention in research and development. Malaysia has an experience in developing the pineapple industry commercializes since thousand years ago and these advantages should be fully utilized to increase the export.

Malaysia had all the strength in producing pineapple for fresh market and processing. The existence of huge quality varieties and high value, efficient planting technology and harvesting, high demand of export make Malaysia as one of the main exporter of pineapple in world.



1.2 BUSINESS PURPOSE

Pinenanas Enterprise for the purpose of prepares this business plan;

- To judge the project for the long term-economic viability of this company and growth potential of the pineapple.
- To apply for loans or financing facilities from relevant financial institutions.
- To estimate the costs and sales of the business.
- To study and evaluate the feasibility of the business.
- Opportunity for entrepreneur to asses the business ventures objectively, critically and practically.
- To convince bankers, venture capitalists and inventors in order to raise capital and support for the venture.
- As a guideline for day to day management of the business.

