



اَبُو بَكْرٍ يَكْمُو لَوِيْنِ مَرَا
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FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

AGROCHEM ENTERPRISE

HUSK PESTICIDES

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In the name of Allah, Most Merciful Most Gracious

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EXECUTIVE SUMMARY

AgroChem Enterprise is a business that basically provide an innovation of pesticides. These products were initially designed for better environment. We use husk as the main substance in our product that proved can attract termites better. Nowadays, number of termites increase day by day and almost cannot be handle by the current professional pest control.

Controlling termites starts with knowing what attracts this destructive pest. As known, palm trees are among the top trees that attract termites. We are holding on this fact, making an innovation by mixing the husk and the pesticide. Our product functioning in attracting termites and kill them at the same time. Our business located at Lot 2, Jalan Kekwa 21, Taman Melor 2, 81100 Johor Bharu, Johor Darul Takzim.

This business is about the joint partner that shares capital among the partners. Our business has five active partners which are General Manager, Administration Manager, Marketing Manager Operational Manager and Financial Manager.

This product aims to cater the need of various group of people from all ages, such as a housewife, students in college, or even businessman, who are busy with their works. We believed that we will able to successfully compete with our competitors because our products are convenience where customers can undertake their daily routine without having to worry about damage done by termites in their home.

We, AgroChem Enterprise, strongly see our opportunities to success in this business because we will come out with the product that would increase in market's demand and also our strength in marketing strategy.

1.0 Introduction

1.1 Name of Business	AGROCHEM ENTERPRISE
1.2 Nature of Business	Chemical material
1.3 Industry Profile	Our business currently owned by partnership, incorporated as AgroChem Enterprise. Our product provide a replacement of husk pesticides. This products are initially designed for better environmental.
1.4 Location of Business	Lot 2, Jalan Kekwa 21, Taman Melor 2, 81100 Johor Baru, Johor Darul Takzim.
1.5 Date of Business Commencement	18 th July 2016
1.6 Factor in Selecting The Proposed Business	Excess number of termites in house.
1.7 Future Prospects of The Business	<ol style="list-style-type: none">1. To produce an effective pesticides with high quality that can minimize the population of termites.2. To be the number one choice of pesticide company