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**ENT 300**



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## EXECUTIVE SUMMARY

Our company, KHIAS Venture is providing and producing a product called copper pot to start a business. We are providing three size of copper pot and also in set which in combo A and combo B which concern about problem that farmers had. Our objectives are to help farmers and planters to overcome one of their most problem.

The price that we charged for our service are depend on the sizes that we provided. For set A, the price state is at RM 10, set B is at RM 12 and set C is at RM 15. This difference between this set is their size. We also provide our customer with combo set which they will get each of the size with reasonable price. However, we believe that ou product could capture the market soon and increase our production. This business venture will established on 1 June 2019. Our company is located at Taman Kota Masai, 81700 Pasir Gudang, Johor. Our competitor are the other nurseries and flower shops. Our competitors have the following strengths which are the usual places the customers would always refer and buy their needed and product price is affordable for every type of product. However, they also have these weaknesses of their services and product where the quality of the product is not good and some of the product price is not reasonable and expensive.

We intend to introduce our services to our prospect and customers by first, services strategy which are product attributes, trade name, brand name, and warranty and also after sale service. Second, price strategy are based on cost and based on competition. Third, promotion strategy has three modes of promotion which are advertising of printed media such as brochure, advertising signboard, newspaper advertisement, and magazines. Other than that, electronic media such as Facebook, Twitter, Instagram, Website, television programs, radios, and also outdoor advertisement like banner and signboard would use as one of our initiative.

Next, sales promotion includes personal selling and publicity while place and distribution strategy is about the awareness of effectiveness of word-of-mouth marketing and social networks to promote our product. In order to increase our publicity and create more awareness for our product, we intended to participate in two types of projects. First, is by joining the big event that held. We will join Malaysia Agriculture, Horticulture, Agrotourism Show (MAHA) at MAEPS Serdang to promote our product. On this event, we will promote our product and also will give the best price to ensure people will more interesting in plantation.