

FACULTY OF MECHANICAL ENGINEERING
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J4EM1105G

FUNDAMENTALS OF ENTREPRENUERSHIP
ENT 300

TECHIES AGRONOMICS CORPORATION
PORTATIVE CUTTER

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In most cases, through many problems, we manage to counter and make ourselves more organize and mature in dealing with any problems that occur during our research. This business plan consist of organization, operation, marketing, financial and training that needed by a beginner entrepreneur as a guide to start their own business.

Finally, we would like to say again a big thanks to all those who helped us so much by making this assignment portfolio. Only Allah is able to reward you all.

TABLE OF CONTENTS

CONTENTS	PAGES
LETTER OF SUBMISSION	2 - 3
ACKNOWLEDGEMENT	4 - 5
TABLE OF CONTENT	6 - 11
EXECUTIVE SUMMARY	12 - 13
1. INTRODUCTION	
1.1 Name Of Business	
1.2 Nature Of Business	
1.3 Industry Profile	(14 - 15)
1.4 Location Of The Business	
1.5 Date Of Business Commencement	
1.6 Factors In Selecting The Proposed Business	
1.7 Future Prospects Of The Business	
2. PURPOSE	
2.1 To Evaluate The Project Viability And Growth Potential	
2.2 To Apply For Loans Or Financing Facilities From The Relevant Financial Institutions	(16 - 17)
2.3 To Act As A Guideline For The Management Of The Proposed Business	
2.4 To Allocate Business Resources Effectively	
3. BUSINESS BACKGROUND	(18 - 21)
3.1 Vision And Mission	19
3.1.1 Vision	19
3.1.2 Mission	19
3.2 Organizational Chart	20
3.3 Logo And Motto	21
3.3.1 Logo	21
3.3.2 Motto	21

4. BACKGROUND OF PARTNERSHIPS	(22 – 28)
4.1 General Manager	23
4.2 Administration Manager	24
4.3 Marketing Manager	25
4.4 Operation Manager	26
4.5 Assistant Operational Manager	27
4.6 Financial Manager	28
5. LOCATION OF BUSINESS	29 – 30
6. MARKETING PLAN	(31 – 37)
6.1 Marketing Objectives	32
6.2 Description Of Products	33
6.2.1 Product Description	33
6.2.2 Product Illustration	33
6.3 Target Market	34
6.3.1 Geographic Segmentation With Explanation	34
6.3.2 Volume Purchase With Explanation	34
6.4 Market Size	35
6.4.1 Population Table	35
6.4.2 Total Market Size	35
6.5 Sales Forescast	36
6.6 Market Strategy	36
6.6.1 Product	36
6.6.2 Price	36
6.6.3 Place	36
6.6.4 Promotion (promotion mix)	36
6.7 Marketing Budget	37

EXECUTIVE SUMMARY

Our company, Techies Agronomics Corporations will produce a product called Portative Cutter. This product will give high satisfaction to the customer who want to deal with agriculture and farming.

Our product is not just use for farming only, but it can use also for home lawn cleaning process. It is because, our product can use as a grass cutter. So, with our product the customer can save their money from buy two products. It is because our product has two function in one system or body.

Our company has seen an explosion of growth over the year at Senai and around Johor due to high rate of agriculture activity in Johor. For example, around Johor Bahru there are about 1795 hectare of spinach plant area. This is the reason why we were running our company at Senai near to the plant area. This is one of our marketing strategy for our company.

The management of Techies Agronomics Corporations consist of 6 lead manager who is Muhammad Ali Al Muntazar Bin Moh Suhaimi as General Manager, Amirulfikri Bin Mohd Khalil as Administration Manager, Muhammad Nazrul Afnan Bin Abd Khalid as Operational Manager, Wan Muhammad Syakir Bin Wan Supian as Financial Manager, Amin Farhan Bin Rahman as Marketing Manager and Muhammad Nabil Fikri Bin Cik Alwi as Assistant Operational Manager. The management team has done a great job to run our company smoothly.

We have been promoting our product through advertisement and website. With that, it will improve our marketing value of our product. Indirectly, it will give an advantages to our company and maintain our company's reputation.