

ETR 300

ENTERPRENUERSHIP REPORT

AGRO-TOUR INSTITUTE

PREPARED FOR

ENCIK ABDUL HAMEED BIN MYDIN

PREPARED BY

BADRULSHAM BIN ABDULLAH	97031061
SAMSURI BIN MAJID	97419868
WAN MUHD ZARIMI BIN WAN ALI	97420003
ARIJAH BINTI OTHMAN	97419221
NORLILA BINTI WAHAB	97303472

**DIPLOMA IN PUBLIC ADMINISTRATION
DECEMBER –APRIL 2000
MARA UNIVERSITY OF TECHNOLOGY
CAMPUS ALOR GAJAH**



INSTITUT TEKNOLOGI MARA

CAWANGAN MELAKA

MARA INSTITUTE OF TECHNOLOGY

Tarikh: 26 Januari 2000
Surat Tuan:
Surat Kami: 100-CM(AKA 37/B)

Km 26, Jalan Lendu, 78000 Alor Gajah Melaka
Tel No: 06-565241, 565341, 565342, 565770, 565771
Telefax: 06-563963
06-5591067

KEPADA SESIAPA YANG BERKENAAN

Tuan,

Sukacita dimaklumkan bahawa pelajar-pelajar yang tersenarai namanya di bawah adalah pelajar Kursus Diploma Pentadbiran Awam di Universiti Teknologi MARA, Kampus Melaka. Mereka telah ditugaskan untuk membuat penyelidikan sebagai memenuhi syarat matapelajaran ETR 300 Asas Keusahawanan

Bil.	Nama Pelajar	No. ITM
1.	Badrulsham bin Abdullah	97031061
2.	Samsuri bin Majid	97419868
3.	Wan Muhd. Zarimi b. Wan Ali	97420003
4.	Norlila Wahab	97303472
5.	Arijah bt. Othman	97419221

Sukacita saya sekiranya dapat tuan membantu mereka dengan maklumat-maklumat yang berkaitan untuk menjayakan projek kajian mereka. Segala maklumat yang diperolehi akan digunakan semata-mata untuk tujuan akademik dan tidak akan disebarikan kepada umum.

Kerjasama tuan saya dahului dengan ucapan ribuan terima kasih.

Sekian.

Yang benar,


ROZALLHASHIM
Ketua Kursus DPA
Universiti Teknologi MARA
Kampus Melaka
b/p Provos

Group Project of Agro- Tour Institute,
Diploma in Public Administration,
MARA University Of Technology
Campus Alor Gajah,
78000 Alor Gajah,
Malacca.

Mr. Abdul Hameed Bin Mydin
Lecturer of ETR 300,
MARA University Of Technology
Campus Alor Gajah,
78000 Alor Gajah,
Malacca.

10 April 2000

Sir,

Submission of Business Report.

Refer to above, we:

- | | | |
|----|-----------------------------|----------|
| 1. | Badrulsham Bin Abdullah | 97031061 |
| 2. | Samsuri Bin Majid | 97419868 |
| 3. | Wan Muhd Zarimi Bin Wan Ali | 97420003 |
| 4. | Arijah Binti Othman | 97419221 |
| 5. | Norlila Binti Wahab | 97303472 |

With the successful of our project we would like to submit our Report Agro-Tour Institute as the Final Project of the ETR 300 subject.

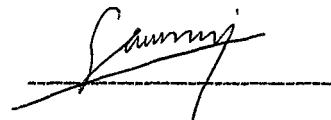
2. This report is the first step to the continue the business in the future.
3. This report contents the introduction, objective, background of the business, business planning, marketing planning, operational planning and financial planning. We also included the reference of this business project.

Finally, we hope that our lecture satisfied with our group project.

Yours Faithfully,



(Badrulsham Bin Abdullah)



(Samsuri Bin Majid)



(Wan Mohd. Zarimi Bin Wan Ali)



(Norlila Binti Wahab)



(Arijah Binti Othman)

1.0 INTRODUCTION

Did you realize that Malaysia is the greatest place because its forests are still virgin. The fact that comes from research done by FRIM notifies that 313 species of trees in one km square are still fresh and grow up nicely. It means that our country has high potential in agro-tourism sectors. Nowadays, mankind likes to go and travel in the jungle.

We have decided to build this idea by involving the education side. So we have a plan to make an institute called AGRO-TOUR INSTITUTES.

Agro-Tour Institutes is located at 502, Taman Dimensi, Km. 26, Jalan Lendu, 78000 Alor Gajah, Melaka.

This institute is aimed to give changes to the student who is interested in the environment field. Therefore, they can learn the agro-tourism subject and get the certificate and diploma in our institutes.

These Agro-Tour Institutes will be performed with capital around RM220,000.00. The business will be started on January 2003. The capital of this business is obtained from the sharing of the partnership and loan from bank. We have rented the building from Taman Dimensi in front of UiTM Campus Alor Gajah. The cost of renting the building per month is RM 6000.00. We have taken an agreement with UPM Serdang to join venture with the program.

Our programmed objective is to give the changes in education to the SPM holder and mature student to take the opportunity in increasing their education.