



# FUNDAMENTALS OF ENTREPRENEUSHIP

ETR 300

PREPARED FOR :

M.A.F

MUSHROOM AGRO FARM

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### 3.1. INTRODUCTION TO ORGANIZATION

Every business organization may require an administration manager as it's play important role to the administration of the organization and to ensure the efficiency and success of the business. The management of the organization will be hold by a person who will ensure that every single problems that occur to the organization be resolve as it will affect the entire organization. Other than that, good management and providing enough facilities to the organization will motivate the staff to work hard.

The department is responsible for the entire department of the organization in managing and arranging an efficient payment of salary, bonus, EPF, SOCSO and other fringe benefits to the partners and workers. All these things are provided to ensure the workers welfare is highly protected to motivate and improve their performance of work. In addition the arranging of the office layouts and the office environment will create a good condition in term of the cleanliness of the office environment.

Besides, the other important elements that comprises in administration plan are the organization chart, administration budget, expenses and others. In fact, a good administration can make sure that the business management is in a good condition by properly organize by conducting the running of the organization activities in order to achieve the organization's goal in terms of the organization's vision, mission, and objective. It is important to gain disciplinary of the workers to co-operate each other and build a good relationship among them.

Mushroom Agro Farm ( M.A.F ) is a company that produce a product base on mushroom such as fresh and dried mushroom. We have done research to the public about our new product and majority of them agree and want to try it. We produce our product to supermarkets such as Everise and Unaco in Kota Samarahan, Sarawak as first markets place for our product.



## **3.2. THE ORGANIZATION**

In order to make sure Mushroom Agro Farm ( M.A.F ) is the best producer in producing product of fresh and dried mushroom, we have our own company's vision, missions, goals, objectives, and strategies.

### **3.2.1. COMPANY'S VISSIONS**

- To be the biggest and largest company of producing product base on mushroom in Sarawak.
- To be a references centre for mushroom farming technology and research in Sarawak.

### **3.2.2. COMPANY'S MISSIONS**

- To be the well-known company and at the high level or standard company in whole Sarawak.

### **3.2.3. COMPANY'S GOAL**

- To be the 1<sup>st</sup> largest bumiputra company in Sarawak.
- To gain profit and cover all depts within 2 years
- Expand business to whole Sarawak.
- Open branches in whole Sarawak.
- To become efficient and effective company.

### **3.2.4. COMPANY'S OBJECTIVES**

- To gain profit within 2 years.
- Make sure all costumers satisfied with our product.
- Increase product sales within 1 ½ years.
- Produce quality product.



## 4.0 MARKETING PLAN

### 4.1. INTRODUCTION

Marketing is defined as the activities that are carried out systematically to encourage and increase sales of products/services as long as the activities are in line with religious and ethical practices. Kotler define marketing as a social and managerial process by which individuals and groups obtain what they need and want through the creation and exchange of products and values with others.

Marketing plan is to encourage and increase sales of product and services as long as the activities are in line which individual and groups to obtain needs and wants through creating and exchanging product and value with others.

Marketing plan requires the efforts of everyone in an organization or company and can be made more or less effective by actions of complementary organization or company.

To prepare a marketing plan, we have six steps. They are:

1. Define the product concept.
2. Identified the target market.
3. Determine market size.
4. Identified competitors.
5. Determine market share.
6. Develop sales forecast.