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## CHAPTER 1

### INTRODUCTION

#### 1.0 Introduction

Payung-payung Cendawan Enterprise is to be established on September 2013. This company is established purposely to make agricultural field as a main source of income in Malaysia. The project will take place on 2 acres land in Kg Bundu Tuhan, Ranau Sabah where the land is owned by one of our business partner. For business starting, we will plant 45000 bags of the shiitake mushrooms and we are planned to increase our production in the future.

We are selecting this business because shiitake mushrooms has a high potential to become one of the main exported product and very suitable to be exported as this mushrooms can be dried. Other than that, there is a high demand as many people like to consume it as their additional cooking ingredients such as vegetable. However, many people still do not know that shiitake mushrooms are also have medicinal properties. In addition, it is also can produce other product such as medicinal product, healthy product and many other products. Besides that, nowadays agriculture is driven by new technology that will facilitate works previously done manually. Technology improvement can also shorten growing time for Shiitake mushrooms and also increase the production.

We named our company as Payung-payung Cendawan Enterprise which focuses on shiitake mushrooms cultivation as our main product. We

have chosen this type of business after considering the market trend and the future prospect of the business. For marketing purposes, we aimed to market our products at the Tuaran to satisfy the demand in that particular areas then we planned to expand our business to whole Sabah. Then, when successful we would like to take an opportunity to become main supplier in Malaysia.

1.2 Summary of purposed business plan

Items	Descriptions
Company Name	Payung-Payung Cendawan Enterprise
The Nature of business	Crop production in agro-base industry.
Location of the business	Kg. Bundu Tuhan, Ranau, Sabah
The factors that influenced us to choose this business	<ul style="list-style-type: none"><li>• High demand as many people like to consumed it as their additional cooking ingredients such as vegetable</li><li>• Less competition</li><li>• Can produce other product such as medicinal product, healthy product and many other products.</li><li>• Nowadays agriculture is driven by new technology that will facilitate works previously done manually. Technology improvement can also shorten growing time for Shiitake mushrooms and also increase the production.</li></ul>
Future prospect of the business	We are planning to expand our business to become one of the main supplier in Malaysia