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UNIVERSITY TECHNOLOGY MARA SABAH
DIPLOMA IN PLANTING INDUSTRY MANANGEMENT

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1. ACKNOWLEDGEMENT

In the name of Allah Most Gracious and Most Merciful

First of all, Alhamdulillah praise to Allah SWT for giving us opportunity to finish this project successfully. With the gust and guide that He gives to us, our group could finish up this project completely on time. With the strength He gave to us, it helps us to find the all the materials and information that are needed to finish up this project.

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2. EXECUTIVE SUMMARY

Eco Grass is a business that can be categorized as Small Medium Enterprise (SME) that provides product which is Eco Grass Machine to fulfill the customer demand. Eco Grass Enterprise consists of five partnership business whose contribute same amount of capital and will hold different task and responsibilities in order to manage our business.

Through our long term research and observation, we had planned to set up this business because we can see wider prospect in this sector for the future. Moreover, we discover that people especially women who want to do maintenance work in their own garden without help but suffer hardship because forced to use large and heavy machinery such as lawn mowers. By introducing new product innovation, product eco grass machine can help them in facilitating the maintenance work because apart from mowing the lawn, this machine also serves to make pruning. For smallholders and landscape workers can also use this product to produce works with more efficient, orderly and fast without using heavy machinery large and heavy. Costs can also be reduced.

Apart from that, we have been observed that there are fewer competitors' that involves in this product. So we take these opportunities to expand our business. Since our company is listed as a new company in the market, it is clear that there are many aspects that we need to consider so that our company is able to compete in the market as there are many people that involve in business nowadays.

As conclusion, we hope that Eco Grass Enterprise can be a well-known company throughout the nation and able to provide greater product with new innovation from time to time. We also believe that the demand always will increase every year as the increase in human population. Lastly, it is our pleasure to be the benchmark for others people who are interested to start business

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