

FUNDAMENTALS OF ENTREPRENEURSHIP  
(ETR 300)

BRASIHAT ENTERPRISE

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INTRODUCTION

## 2.0 ADMINISTRATION PLAN

### 2.1.1 INTRODUCTION

*Brasihat Enterprise* is to be established on September 2012. This company is established purposely to provide healthier food to our retailer at area Kota Kinabalu. The project will take place on 5 hectare land in Kg. Siasai, Kota Belud, Sabah where the land is owned by one of our business partner. For business starting, we plant the paddy and produce brown rice.

Nowadays, the value of money cannot be compared with the value of health. As many chronic diseases arise due to the lack of awareness of healthy diet, the society begins to realize how important the healthy food consumption in which it will surely affects our life in the future. Therefore, they are willing to spend more to make sure that the foods they consume everyday guarantee their healthiness. In relation with the matter, we come up of the new product of brown rice that more advantages compared to the white rice.

We named our company as *Brasihat Enterprise* which focus on healthier food product. We have chosen this type of business after considering the market trend and the future prospect of this business. We targeted to sell our product to the wholesaler in Tamparuli, Kota Belud, Tuaran, Penampang, Kota Kinabalu, Menggatal.