



UNIVERSITI TEKNOLOGI MARA
SABAH

ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN
HOUSEWIFE HYDROPONIC BERHAD

PREPARED BY

ABDURRAHMAN BIN ABDUL AZIZ	2012745162
SITI AISHAH BINTI MOHD ISA	2012535961
NOOR LUJAH BINTI JALAL	2012917317
NABILAH BINTI LENTIM	2012197677

HOUSEWIFE HYDROPONIC

Acknowledgement

Assalamualaikum and Salam Sejahtera.

Firstly, thank Allah SWT for the blessings and giving us the strength to complete our business plan even though we have a difficult time and problems to finish our business plan.

During the preparation of this business plan, we have problems before submission plan because we do not enough time to prepare our business. During that time, we really thankfully to our lecturer, Mr Franklin Hazley Lai for the advices and guidance to complete our project from the start until the end of our project.

Besides that, thank you to all group members Siti Aishah binti Mohd Isa, Nabilah binti Lentim, Noorlijah binti Jalal, and Abdurrahman bin Abdul Aziz for the co-operation and hard work to complete our business plan and also thanks to who help us to prepare our project directly or indirectly. Thank you.

HOUSEWIFE HYDROPONIC

TABLE OF CONTENTS

Contents	Page
1.0 INTRODUCTION	2
1.1 Business Logo	3
1.2 Background Of Business	4
1.3 Background Of Partners	5-8
1.4 Contribution Of Partners	9
ADMINISTRATION PLAN	
2.0 Introduction	11
2.1 Company Name	12
2.2 Location Of Plan Or Project	13
2.3 Vission, Mission and Objective	14
2.4 Company's Organization Chart	15
2.5 Schedules Of Task and Responsibilities	16
2.6 Schedule Of Remuneration	17
2.7 Employee Intensive Scheme	18
2.8 Working Hours	19
2.9 Administration Offie Layout and Description	20-21
2.10 List Of Furniture ,Office equipment and Stationary	22-24
2.11 Administration Budget	25
MARKETING PLAN	
3.0 Introduction	27
3.1 Product Description	28
3.2 Target Market	29
3.2.1 Target Supply	30

HOUSEWIFE HYDROPONIC

3.3 Assembling Competitors	
3.3.1 Main Competitors	31
3.3.2 Market Competition	31
3.4 Market Share	
3.4.1 Market Share Before Entrance	32
3.4.2 Market Share After Entrance	33
3.5 Forecast Sales	34
3.5.1 Forecasting Sales	35-37
3.6 Marketing Strategy	
3.6.1 Promotion Strategy	38-39
3.7 Marketing Budget	40
OPERATIONAL PLAN	
4.0 Introduction	42
4.1 Operation Objective	43
4.2 Process Flow Chart (Hydroponic Management	44
4.2.1 Process flow chart for Hydroponic Growth	45
4.2.2 Symbols Used in the Process Chart	46
4.3 GRANTT CHART FOR OPERATION PLAN	47-52
4.4 Operation Layout	53
4.5 Material Requirement	54
4.6 Types Equipment	55
4.7 Forecasting Purchase	56-57
4.8 Estimate Total Operation	58-59
4.9 Operating Budget	60

1.0 Company Introduction

Vegetable hydroponic is a small industry that not yet been popular among the citizen in our country. It is an easy way to grow the vegetable in urban areas. As we know, the vegetable always been grown in the rural area. The price of selling the vegetable in urban area is expensive. It is because the cost of delivering the vegetable from rural to urban area is expensive according to nowadays GST. Using this method we can grow the vegetable in the urban area. Its not just will give benefit to the urban area citizen, but can give job opportunity to the citizen.

Our target social problem is the unemployment housewife. It will give them a useful time to do a useful work. They will not waste their time in their leisure time. Nowadays, the housewife always spends their leisure time with chatting with their friends about the nonsense problem. To prevent them doing the unuseful work, it is better for them do a business and they will get benefit from it. They can generate income to increase their house cost.

Housewife Hydroponic SDN BHD have been created to combine this boot problem into one solution. The vegetable hydroponic method will be used to solve the problem of expensive vegetable at the urban area. We use the unemployment, energy and effort to complete this project. We come out with two problems and have one solution.

Truly, this is a brilliant idea in this industry in order to increase the economic growth in our country.