



UNIVERSITI TEKNOLOGI MARA (UITM)
CAWANGAN SABAH

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
"PARSA COCONUT FARM"

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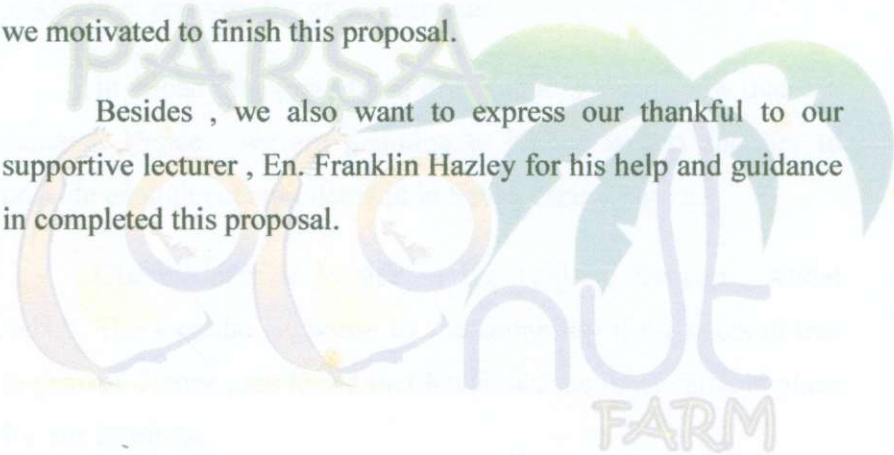


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EXECUTIVE SUMMARY

The name of our business is PARSA Coconut Farm. The variety of coconut we plant is Matag Coconut. MATAG is a short form or a nick name of new hybrid coconut which is from original coconut from Malaysia which is Malaysia Yellow Dwarf (MYD) or Malaysia Red Dwarf (MRD) with Tagnanan coconut from Philippine.

The coconut produced by MATAG coconut tree is suitable for variety of uses such as for coconut water, coconut milk production, and also for grated coconut.

In Sabah, the production of coconut is always low than the demand. Hence, we are planning to be the largest supplier to provide enough coconut demand in Sabah especially.

Our business is located in Kg Tanjung Bangau, Kudat Sabah. The location is chosen by the suitability of the coconut tree to growth. Hence, we found that Kudat is the most suitable place for our business.

Although the location of our farm is in the Kudat area, but our target market is in the Tuaran area. This is because, we notice that the demand of coconut in that area is high while the supplier is low. So, we take the opportunity to make a profit by becoming a supplier in that area.



TABLE OF CONTENT

Content	Page
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
1.0 INTRODUCTION	6
1.1 Purpose of Business Plan	6
1.2 Business Logo	7
1.3 Location of Business	8
1.4 Company Background	9
1.5 Partner Background	10 - 16
1.6 Contribution by Partners	17
2.0 ADMINISTRATION PLAN	18
2.1 Introduction	18
2.2 Type of Business Formation	18
2.3 Nature of Business	19
2.4 Mission	19
2.5 Vision	19
2.6 Objective	19
2.7 Organizational Chart	20
2.8 Task Description	21
2.9 Manpower Planning	22
2.10 Schedule of Remuneration	23 - 24
2.11 Office Equipment	25 - 26
2.12 Administration budget	27
3.0 MARKETING PLAN	28
3.1 Introduction	28
3.2 Objective	28
3.3 Product Description	29 - 30
3.4 Target Market	31
3.5 Market Size	32 - 33
3.6 Competitors in the Market	34
3.7 Market Share	35
3.8 Sales Forecast	37
3.9 Marketing Strategy	39
3.10 Marketing Budget	42



4.0	OPERATIONAL PLAN	43
4.1	Introduction	43
4.2	Goal of Operation Plan	43
4.3	Symbol use in Process Chart	44
4.4	Process Flow Chart	45 - 46
4.5	Production Schedule and Manpower Requirement	46
4.6	Raw material requirement	49
4.7	Estimate Total Operation	51
4.8	Location	52
4.9	Operation Budget	55
5.0	FINANCIAL PLAN	54
5.1	Introduction	54
5.2	Objective	54
5.3	Financial Responsibilities	54
5.4	Source if Financial Information	54
5.5	Purpose of Financial	54
5.6	Important if Financial Plan	55
5.7	Financial Plan Strategy	55
5.8	Financial Analysis	57
5.9	Financial Account	58-75
5.10	Conclusion	76
6.0	APPENDIX	78