

UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

HIKOMPS ENTERPRISE

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EXECUTIVE SUMMARY

Agro industry is a wide-future industry that is overwhelming from day to day in Malaysia especially in Sabah. Sabah itself with an estimated area of 73,610 km per square has approximately 30% of farm land. Thus, agro industry can be said as one of the main back bone of Sabah industry. Knowing this specialty of Sabah, our government tries to improve the future of Sabah's agro sector by the undergoing of RMK-9 and RMK-10. Forty to fifty years ago, chemical fertilizer was a base fertilizer used after it exists in our farmer activity. However research from Department of Water Supply and Department of Environment Awareness state that the uses of chemical fertilizer has caused earth pollution. This statement brings us to choose a bright and possibly stable business in future in this area as well as to cooperate with the government in terms of increasing the agro effort and helps to reduce the problems of garbage management with least polluting procedure.

Our business name is HiKompS Enterprise. It will start operating on December 2012. HiKompS Enterprise is created with the main purpose of manufacturing organic fertilizer from collected organic rubbish, specifically food waste. We have agreed to set a factory in Jalan Sulaman Sentral, , Kuala Menggatal, Kota Kinabalu, Sabah due to the availability of rubbish in that area and its strategic location to run the business because of its fast-growing condition. The location is not too close to city area and not too far from targeted costumer places. Basically, our target customers are divided into two sector namely government or public agencies such as Agricultural Department, landscapers, and nurseries. The second sector is from other agencies such as retailers of chemical and organic fertilizer.

We have conducted studies on the catchments area, our customer's behavior, and realized that customers prefer to have a low price in high quality and availability of fertilizer. Our business is based on a low-implementation-cost and simple-procedure product. This will give chance to our company to get loyal customer due to the affordable price product.