

FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)

LADA BENGALA ENTERPRISE

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Lada benggal Enterprise
ETR 300
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First of all, we are grateful to Allah, the most compassionate and Most Merciful as with his we are able to produce this business plan. We had encountered various obstacles and difficulties in preparing this proposal. Without the cooperation among member, we will never manage to finish this proposal on time. Our special thanks to our families and friends that gave us support for every single minute no matter in terms of emotional support, asset and financial support.

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We believe that this business can go further in the future with the help of many people. By implementing as an entrepreneur mind, we can see the opportunity in this business. With the support and the consultation given, we manage to complete this business plan. We hope that by doing this business plan we able to understand how do business work and we looking forward to make this business become reality.

Cordially,

Lada Benggala Enterprise

1.1 Executive Summary

The name of our company is Lada Bengala Enterprice. Capsicum is one term of vegetables that have a high demand recently. Capsicum is also known as bell pepper or “Sabahan” people called it as “chili Benggala”. As we know that chili is one of the favorite vegetables of Sabah people. Nowadays, these kinds of vegetables which are Capsicum have a high demand from days to days until there is not enough supply to support the orders, When these matters occurs our company Lada Benggala Enterprice would fulfill everyone needs and the market demands that is being increasing.

Our target customers are people around Sabah especially at Kundasang, Ranau and kota kinabalu. This is because this place has a high number of demands of these kinds’ vegetables.

Our business operating at Kg. Naradau where the place between kundasang and ranau. . We choose these places as our location because it was good in every aspect.

These businesses have a potential to being expanded. The future prospect of our business is to increase second year sales by 5% and third year sales 8%. In viewing our business potential, we believe that Capsicum productions have a high potential in business since the government want to encourage business in agriculture sector.

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