



UNIVERSITI TEKNOLOGI MARA

BUSINESS PLANNING

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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Business Economics
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1. EXECUTIVE SUMMARY

1.1 BRIEF DESCRIPTION OF BUSINESS AND PRODUCT CONCEPT

Bandau Agritrade is an existing farm dedicated to the production of fruits plant especially guavas. Bandau Agritrade has been formed as Kota Marudu-based company which located in Kampung Taginambur Baru, Kota Marudu. Bandau Agritrade is working hard to become a leading producer of botanical plants for (people) as well as plant nurseries. As for now Bandau Agritrade is focusing on guavas plants which have several types such as Seedless Guava, Jumbo Guava, Jumbo Rose Apple and many more.

1.2 TARGET MARKET

Our target market is for all citizens in the North Borneo which consists of Kota Marudu, Kudat, Kota Belud and Pitas. In North Borneo the main occupations of citizens is farmer either male or female. This product are created for all customer especially for farmers to save budget since the price for plant at the nursery is quite expensive compare with Bandau Agritrade product. This product will make a huge difference since we produce exotic fruit that are difficult to find in North Borneo.

1.3 COMPETITIVE ADVANTAGES

Bandau Agritrade has identified four advantages that will be instrumental in their success. The first is the implementation of strict financial controls. By having the proper controls, production efficiency will be maximized. The second advantages will be the never ending pursuit for the industry's highest concentration levels of botanicals ingredients in each plant. The third advantage is the recognition and implementation of the philosophy that 100% customer satisfaction is required to ensure a profitable business. Profits are a product of satisfying customers, not the other way around. Lastly, Bandau Agritrade is the only company in Kota Marudu that sells guava fruits and plants with different species of guavas.

2. COMPANY PROFILE

2.2 COMPANY BACKGROUND

2.1 COMPANY NAME AND LOGO

Our company name is Bandau Agritrade. We choose Bandau as our company based is in Kota Marudu. Kota Marudu is originally named as Bandau which used until 1974. While Agritrade is a combination of agriculture and trading because our company sells agriculture products which is fruits plants. Figure 2.1 shows Bandau Agritrade logo. Based on the logo, the four leaf shape represent our four competitive advantages which are strict financial controls, botanicals ingredients, 100% customer satisfaction and the one and only company in Kota Marudu that produce this product. Our company choose green as our main colour because it has a healing power and is understood to be most restful and relaxing colour for human eye to view. Moreover, the color green's association with renewal, hope and growth which is our main product plant itself.



Figure 2.1: Logo of our company