



UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

ETR300  
INTRODUCTION OF BUSINESS PLAN

NOVEMBER 2011 - MARCH 2012

UNI-CORN CO.

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**ACKNOWLEDGEMENT**

First and foremost, alhamdulillah thank to Allah, with His blessing and permission, we able to make this business plan a reality although we had encountered lot of obstacles. Special thank to all group members for the excellent cooperation and hard work to complete this business plan starting from a scratch to a masterpiece. Not forgetting family and friends that continuously give us moral, money and motivation support until everything is well done.

We also like to express our gratitude to our Entrepreneurship (ENT 300) lecturer, Mr. Jasman Tuyon for his guidance from step to step until this business plan is completed. Without the guidance from him, we are sure will lose our strength and determination in completing this task.

We believe that we will be able to become a successful entrepreneur in corn industry as long as we stick to this business plan and not giving up in any obstacle that come in our way. We hope that with what stated and plan in this business plan, we have an advantage and will surely give threat to our incoming competitors.

Uni-Corn Co.

PERACIDUS SUPERSWEET  
TICKLE YOUR TASTE

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## INTRODUCTION

The name of our company is Uni-Corn Company. It is a partnership business consists of five contributors. Uni-Corn stands for Universal Corn as we are targeting to expand our business throughout the world in long term achievement.

Growing, Processing and Distribution of Corn and Corn Kernel are something new to our targeted region which is in the state of Sabah. This is because there is only one district which is in Tuaran who run this corn business in large-scale.

At first, we realize that the demand for corn-based product such as mayonnaise steam corn kernel, steam corn, grilled corn and even frozen corn kernel has increased in Sabah. However, most of the stock was imported from Peninsular Malaysia to fulfill the demand of local (Sabah) market that makes the price mark up for certain level.

We have confident that if we manage to produce corn in Sabah itself, the price will be much lower than corn imported from Peninsular Malaysia. Add up with the fertilize soil in Kundasang, we sure able to produce higher quality of corn product.

The idea then becomes action when five of us agreed to become partner and become entrepreneur in this business. Hence, we believe that as a pioneer of large-scale producer and distributor of corn product which located in the middle of Sabah (Kundasang), we will able to strike the market from East to West of Sabah, each and every town.