



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENUERSHIP (ENT300)

BUSINESS PLAN

NAME OF COMPANY:

GL COCOPEAT

TYPE OF BUSINESS:

PARTNERSHIP

PREPARED BY:

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of four members who hold the important position in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

GL Cocopeat is located at Kuching, Sarawak. The location in the middle of the city which is not surrounded with mall, restaurant, and residential area because of factor environmental and health of other people. Other than that, location is the most important factor as it helps contributes to the business and helps to generate the profit of the business and reaches the target of the business.

The main business activity is selling cocopeat mix with fertilizer. Cocopeat is made from organic material only. The reasons of why we sell organic fertilizer is that we want to introduce the quality of our product that can brings positive effects to any plants that's customers planted. We have set our target customers who are farmers, housewife

Lastly, our business vision is to make our product be to provide high quality of crop by using organic matter and to increase the yield of crop by using cocopeat. We expect that our business will become more successful in the future because with the material that we use to produce our product will make profit to our business because with we only use high quality of organic materials such as we take care of every material's hygiene.