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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF PLANTATION AND AGROTECHNOLOGY

DIPLOMA IN PLANTATION AND MANAGEMENT

(AT1105A)

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)

PRODUCT NAME :

ECO-PESTIEBAN ENTERPRISE

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SUBMISSION DATE :

23 MAY 2019

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1.0 Acknowledgement

First of all, we would like to thank God for all of His blessings. Without His blessings and consents, we will not be able to complete this business opportunity in the given duration. We were able to complete this case study through many barriers and challenges.

Apart from that, we would like to thank Madam Siti Farah Binti Lajim, our lecturer for ENT300 which is Fundamentals of Entrepreneurship for the guidance throughout preparing this business opportunity. She guided us by giving some suggestions, ideas, and comments. She is wise and has a lot of experience regarding this business opportunity. Without her help, we might not be able to finish this business opportunity successfully.

Next, we also would like to thank my family and friends especially our team member which are Gabriel ak Chubing, Liyana Nabella Binti Ibarahim, Vanesaa David and Sharifah NurFarahin Binti Wan Ibrahim that never forget to always give ideas and always support us during doing this task.

Last but not least, we also want to thank to who had help us directly or indirectly and willing to spend their time for us whenever we need their help.

For this final year project, we are required to come up with an idea to produce or supply a product especially on products that are closely related to agriculture. As for our group, we decided to come up with a business that produce and supply organic pesticide. Our business name is called the Eco-Pestieban. The business will be built at Kuching, Sarawak where we believe that it is a strategic place to sell such product as based on our observation, there are many targeted consumers which are farmers and housewife live or stay in Kuching. To let people to know us, we have make an Instagram and Facebook account to advertize and promote our product.

In the process of starting up the business, there are many issues and problems that we have faced and fortunately all of it can be overcome by useful and quality way. One of the main challenge to build this business is competitors who supplied organic pesticide that they import from overseas which have high quality and very effective. The reason why we choose to produce and supply organic pesticide is because we want to help to reduce the pollution that are caused by the excessive usage of chemical pesticide usage in maintenance of some commodity crops. On top of that, based on our research, in Sarawak there are still no producer for organic pesticide but yet there a so many farmers including housewives who loves to grow food. They want their crops to grow healthily, free from the usage of chemical pesticide. They may have problems in purchasing organic pesticide as most of those product are imported and it is very costly and Eco-Pestieban is the solution.