

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)

LEMONGRASS (SERAI PEHA AYAM)

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1.0 EXECUTIVE SUMMARY

1.1 INTRODUCTION

SERAI MAJU ENTERPRISE is a home-grown company dedicated to lemongrass plantation. The business is located in Kampung Kopimpinan, Kawang Papar, Sabah. This company has been working hard to produce lemongrass that can be commercialized mainly throughout Sabah. Now, lemongrass is in high demand particularly in the food industry as well as health industry.

The company has a 6 acres plantation area that concentrates on the growing of lemongrass. This company chooses to grow lemongrass due to its significant market demand as well as to boost the Agriculture Industry here in Sabah. This business is focusing in growing lemongrass from the species (Serai Peha Ayam).

Lemongrass is usually used in traditional medicine that is proven beneficial to human health. It is usually used for infectious illness and fever. Lemongrass also acts as sedative on the central nervous system. It calms the nervous system and reduces mental fatigue. Lemongrass has these properties which make lemongrass important in natural supplement products;

- a) Analgesic
- b) Antidepressant
- c) Antimicrobial
- d) Antioxidant
- e) Antiseptic
- f) Bactericidal
- g) Fungicidal
- h) Insecticidal