



FUNDAMENTAL OF ENTREPRENEURSHIP (ETR 300)

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ON-JR PLANTATION BHD

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SECTION 1



INTRODUCTION

For the first time we do business plan on Entrepreneurial Studies (ETR) and the business plan that our group will do is "ON-JR Plantation". The basic nature of this business is that it is a Agriculture that is based in Malaysia, located at Kota Belud, Sabah. Our business will be operating at Kg. Tombol – Kota Belud, Ranau Road By-Pass, Sabah. Our land area is 10 acre, then we divided into five field that

Our business plan will commence around the second quarter of 2012. The reasons that we choose to plant onion because this is will be **the first shallot production in Sabah**. Moreover Sabah is in progress of development and that will create a lot of job opportunities that can attract people come to Sabah.

Shallot (*Allium ascalonicum* L.) is a form of *Allium cepa* L. It differs from the common onion group because it produces a cluster of bulbs from a single planted bulb and is a small stature plant. Shallot, locally known as 'bawang merah' is a very important ingredient in most Malaysia dishes. It is used as food, spice and seasoning. It is often eaten raw, used for pickling, cooking and frying.

Shallot plantation is one of much live stock business and a good prospect as a source of income. Shallot is a product with high demand. Other than that Shallot product such as pickled dried or preserved. It is also important condiments used in cooking curries and another spicy food. It is produced on season basic which means it is a stable source of income. Beside shallot that can be selling, we can also sell bulbs. Young bulbs with green leaves are harvested as spring onions for garnishing food and used in salads. These shallots have a highest demand in market.



PURPOSES

The purposes of preparing this business plan are:

- i. The main purpose is to made assumption of our business, even it is profitable, the risk, our company advantages and disadvantages.
- ii. Business plan is our guide for the successes in the business.
- iii. Business plan made by **ON-JR Plantation Bhd** easier to manage and in the right time.
- iv. To evaluate the project viability and growth potential
- v. To apply for loans or financing facilities from relevant financial institutions.
- vi. We can also assume our market and the target group.
- vii. This plan also makes us easier to target the income that should **ON-JR Plantation** get for a month and year.
- viii. As a guidelines for the management department to supervise this business progress.
- ix. This business plan made us more careful to form and manage a business.
- x. To estimate the costs and sales of the business
- xi. To identify any possible problems and then try to find the best method to solve it.
- xii. To allocate the business resources as efficient as possible.