

MARA UNIVERSITI TEKNOLOGI MARA
KAMPUS SABAH
BUSINESS PLAN
(ETR 300)

VEGIE'S SUPP. ENTERPRISE

SUZELAWATI FARNY GASININ (2004480965)

ANNY SABANGIL (2004252948)

FRANZISKA S. INANSUL (2004252923)

KONILIA MARSELLA (2004664500)

JENNY VIVIENNE WINDLEE STEVENT (2004252962)

DATE OF SUBMISSION

09 APRIL 2007

ACKNOWLEDGEMENT

First and foremost, we would like to take this very opportunity to thank God, our Father in Heaven for His guidance and His Love for all of us throughout the period of preparing and finishing this business plan report which we ourselves know that this is nor really good enough to satisfy the assessment. Still, we have done our very best for this business plan report.

Without any further ado, we also want to express our appreciation and gratitude to those who have gave us their support in terms of information, moral support, ideas, time, and materials and also for those who had lent their hand to us until the completion of this report much more directly or indirectly.

It is an honourable to meet the people who kindly spent their busy time to give us information in the making of this report from the beginning to the end of the report. Those individuals who involved in the making of this report are;

- Mr Hamjah Rosli, as the tutor for our ETR300.
- Miss Patricia Natin
- Miss Jessmine, PRO LHDN.
- Madam Noraizah bt Taib, PRO PERKESO.
- All who helped us in the making of this project.

Without your help, we won't be able to complete this report. A high gratitude and appreciation to all. Last but not least, we want to thank our fellow classmates for the sharing on information and comments. Not forgotten, to all the members of our group, for the hard works, from the beginning until the finishing of our report. Thank you.

"USAHA, TAQWA, MULIA"

TABLE OF CONTENTS

NO.	CONTENTS	PAGE
1.0	Letter to MEDEC Coordinator	i
2.0	Cover Page	ii
3.0	Acknowledgement	iii
4.0	Table of Content	v
5.0	Company's Logo	ix
6.0	Partnerships' Agreement	xi
7.0	Executive Summary	xvi
8.0	1.0 Introduction	1
9.0	2.0 Purpose	5
10.0	3.0 Background of the Business	7
11.0	4.0 Background of the Partners	10
12.0	5.0 Administration Plan	20
	5.1 Location of the Projects	21
	5.2 Organization Introduction	25
	5.3 Organization Plan	26
	5.4 Administration Chart	27
	5.5 Table of Designation	28
	5.6 Job Description	29
	5.7 Employees Incentives	31
	5.8 Remuneration Table	33
	5.9 List of the Office Furniture and Equipment	34
	5.10 Administration Budget	35

NO.	CONTENTS	PAGE
13.0	6.0 Marketing Plan 6.1 Profile of Products 6.2 Products Description 6.3 Target Market 6.4 Market Size 6.5 Competitors 6.6 Market Share Estimation 6.7 Sales Forecast 6.8 Marketing Strategies 6.9 Marketing Budget	36 37 39 48 49 51 54 56 73 76
14.0	7.0 Operation Plan 7.1 Introduction of Operation Plan 7.2 Period of Business 7.3 Chartflow Process 7.4 Capacity Planning 7.5 Material Requirement 7.6 Material Forecast for the Year 2008 7.7 Product Requirement 7.8 Suppliers 7.9 Working Hours 7.10 List of Operational Personnel 7.11 Remuneration Scheme and Fringe Benefits 7.12 Machine and Equipment 7.13 Operation Layout 7.14 Operation Overhead 7.15 Operation Budget 7.16 Contribution of Equity 7.17 Conclusion	77 78 79 80 83 84 86 88 89 92 93 95 97 98 101 102 103 104

1.0 INTRODUCTION

In this very modern era of science and technology, there are various types of business that can be done by any entrepreneurs from the range of providing, manufacturing, producing, servicing, trading and even supplying. Nowadays, there are many options to be chosen by the entrepreneurs to start their business either in the field of factory and manufacture, food catering or restaurant, sports and recreations, hospitalities and services, computer or electrical engineering, which mostly we can categorized these as a typical modern type of business. However, it is up to entrepreneurs to decide the types of business that they want to start on or implement.

In order to achieve Vision 2020, the government has taken several steps for local entrepreneurs to involve themselves actively and competitively in many economic fields especially in entrepreneurship. In RMK9, it is stated that agriculture sector are the most important to Malaysia to expand its ability to compete globally.

We at Vegie's Supp. Enterprise have answered the call of the government by preparing a Business plan to start a business parallel to the government vision: a *bumiputra's* business based on agriculture.