

UNIVERSITI TEKNOLOGI MARA SABAH

ETR 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUMIPUTERA GETAH PLANTATION

SDN BHD.

NAME	MATRIC NO.
JONSON BIN SOUMIN	2003159908
JOANITA JOSEPH	2003310834
EZARA SADOK	2003167291
ASRIY B. AMIRUDIN	2002602675
SHAHRIZAM ADZMAN	2003940189

TUTOR:

MISS VIDURIATI SUMIN

TABLE OF CONTENTS

28

No.	Contents	Pages
1.0	PREFACE	1
2.0	INTRODUCTION	2
2.1	EXECUTIVE SUMMARY	2
2.2	PURPOSES	3
2.3	BUSINESS VISION AND MISSION	4
2.4	COMPANY BACKGROUND	5
2.5	PARTNERSHIP AGREEMENT	6
2.6	SHAREHOLDERS' CONTRIBUTION	7
2.7	SHAREHOLDERS' BACKGROUND	8
3.0	ADMINISTRATION PLAN	13
3.1	LOCATION OF OFFICE AND BUILDING	14
3.2	ORGANIZATIONAL CHART	16
3.3	LIST OF ADMINISTRATION PERSONNEL	17
3.4	SCHEDULE TASKS AND RESPONSIBILITIES	18
3.5	SCHEDULE OF REMUNERATION	21
3.6	WORKER INTENSIVE SCHEME	22
3.7	LIST OF OFFICE EQUIPMENTS	24
3.8	ADMINISTRATION BUDGET	25
3.9	OFFICE LAYOUT	26
5.7	PROCESS FLOW CHART - RUBBER	98
5.8	PROCESS FLOW CHART - SIDE-CROPS	99

4.0	MARKETING PLAN	28
4.1	INTRODUCTION	28
4.2	PROFILE OF PRODUCTS	29
4.3	USES OF PRODUCTS	33
4.4	PRODUCT DESCRIPTIONS	34
4.5	TARGET MARKET	35
4.6	MARKET SIZE	35
4.7	COMPETITONS	35
4.8	COMPETITORS STRENGTHS AND WEAKNESS	36
4.9	BUMIPUTERA GETAH PLANTATION SDN. BHD. STRENGTH AND WEAKNESS	36
4.10	MARKET SHARE	37
4.11	SALES FORECAST	41
4.12	MARKET STRATEGIES	46
4.13	MARKETING BUDGET	48
5.0	OPERATION PLAN	49
5.1	OPERATION PROCESS - RUBBER	49
5.2	SUMMARY OF OPERATION PROCESS	76
5.3	INTERCROPPING	78
5.4	PACKAGING	94
5.5	FARM TRANSPORTION VEHICLE	96
5.6	OPERATION PROCESS – SIDE-CROPS	97
5.7	PROCESS FLOW CHART - RUBBER	98
5.8	PROCESS FLOW CHART – SIDE-CROPS	99

1.0 PREFACE

Firstly, we are very thankful and grateful to Allah S.W.T because with His blessings and help, our business plan were able to be finished through hard work, co-operation and help from other people who involve in the making of this business plan.

We also would like to give our appreciation to Universiti Teknologi MARA, Kota Kinabalu campus, especially the MEDEC Department for giving us this opportunity to create this business plan. Through this subject, we were able to earn experience on how to be a good entrepreneur and how to manage and control our business properly.

Our thanks also goes to our tutors Prof. Madya Matyasin Jamil, Miss Viduriati Saumin and Mr. Sabki for their dedications, instructions and attentions in solving and helping us with our business plan. They never give up to assist us whenever we make a lot of mistakes in completing this business plan

Finally, we would like to thank everyone, whom we failed to mention, for helping us to complete this business plan. We were sorry for the entire mistakes done during the making of this business plan.

Thank you. Wassalam.

2.0 INTRODUCTION

2.1 EXECUTIVE SUMMARY

Nowadays, rubber had become the most important asset in Malaysia's economy achievements. The production of cars, for example, which requires rubber to make the wheels of the cars. The increase of production cars is also a proportional to the production of rubber. Statistics shows that Malaysia's rubber production in the first quarter of 2005 totaled 276,246 tonnes, 27,942 tonnes or 9.2% less than that in the corresponding quarter of 2004. In contrast to the statistics in year 2004, production for the first quarter year increased substantially by 59,738 tonnes or 23.4% against period in 2003.

Before this company officially starts its business, the process of land clearing and planting were carried out by Skim Penempatan Getah for a period of two months (clearing) and one month for planting.

Bumiputera Getah Plantation Sdn. Bhd. will be the one of the private company that will succeed in developing rubber tree plantation in Sabah. There are many plantation of rubber was made in Sabah's land. But, the Bumiputera of Sabah doesn't have the effort on how to promote this crop and achieve maximum profit from it.