

MARA UNIVERSITY OF TECHNOLOGY
KOTA KINABALU

FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)

MULTICORN FARMLAND DEVELOPMENT

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1.0 INTRODUCTION

SALINAN FOTO TIDAK DIBENARKAN

Corn is increasingly used as an animal feed a fodder crop for both green forage and silage. It is also milled to make food product such as corn bread, corn chips, and cereals. As vegetable, it is consumed as green corn and baby corn. Corn grand is also a key industrial raw material used for making starch, glucose, and oil. Corn syrup is widely used as sweetener for baked goods. Cornstarch I used to make sweeteners, as well as such item as disposable forks and spoons, today, cornstarch is mostly used for industrial purposes – such as coating for paper and paper products and wallboard buildings. The pharmaceutical industry also uses cornstarch to make pills and other similar products. Recently, high fructose corn syrup has also been made from cornstarch. This is mostly used in manufacture of colas and other drinks. In some countries alcohol made from corn is blended in fuel for gasoline-powered vehicle to reduce emission of pollutants.

CHAPTER 2

BUSINESS PLAN PURPOSES

HAKMILIK
Perpustakaan
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Sabah

2.0 BUSINESS PLAN PURPOSES

The purposes of preparing this business plan are:

- i) To apply for loans or financing facilities from relevant financial institutions.
- ii) To evaluate the project viability and growth potential.
- iii) To identify any possible problems and then try to find the best method to solve it.
- iv) As a guidelines for the management department to supervise this business progress.
- v) To allocate the business resources as efficiently as possible.
- vi) To estimate the costs and sales of the business.

4.0 ADMINISTRATION PLAN

4.1 Introduction to Organization DEVELOPMENT

Vision

- i) To be the consistence and competitive company of producing the corn through out the world.
- ii) To expand our farm and business by opening many branches and producing other variety of corn

Mission

- i) Producing the fresh and high quality of sweet corn
- ii) To achieve a maximum profits

Objectives

- i) To fulfill the high demand of sweet corn
- ii) To produce fresh and high quality of sweet corn

1. Farm Office
2. Store (Equipment and chemical)
3. Staff / workers quarters
4. Fuel tank
5. Plant house
6. Security post
7. Yield collection site (for grading purpose)

5.1 Profile of product

Family : Gramineae

Scientific name : *Zea mays var. Saccharata*

Common name : corn, jagung, sweet corn, jagung manis

Maize or corn is thought to have evolved from its wild ancestors in Mexico and Central America and became a staple food for American Indians in pre-Columbian times. Ancient sweet corn types have been found in the Andean zone of Peru.

Maize was first classified according to the variation in the carbohydrate stored in the endosperm. In sweet corn, the sugary or sweet gene on chromosome-4 prevents or retards the normal conversion of sugar into starch during endosperm development, resulting in a sweet taste. Sweet corn is considered a high quality vegetable when used in the milk stage at 70-80% seed moisture, depending on the endosperm type.

Corn products

Maize is a source of energy and protein. It was calculated that maize produces 410 kilo calories and 10.6 kg in 100 g of maize, while tapioca produces 402 kilo calories and 1.9 g and rice produce 399 kilo calories and 8.1 g. in Malaysia maize especially sweet corn eaten extensively.