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BORNEO HYDRO FARM

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EXECUTIVE SUMMARY

Borneo Hydro Farm Enterprise was established as a modern agricultural business that was engaged in the cultivation of fresh and high-quality *Green Coral Lettuce* using a hydroponic farming system. Through the application of hydroponic technology, vegetables were grown without soil, resulting in cleaner, fresher, and safer produce for consumers. The hydroponic system also enabled a significant reduction in pesticide usage while ensuring a more consistent supply of vegetables throughout the year. In addition, the quality and size of the vegetables were more uniform, allowing the farm to meet market requirements effectively. The target market of *Borneo Hydro Farm Enterprise* included households, restaurants, supermarkets, retail stores, vegetable wholesalers, and health-conscious consumers who preferred fresh and nutritious vegetables. The increasing awareness of healthy eating habits and food safety was expected to drive higher demand for hydroponically grown vegetables in the local market. The business possessed several competitive advantages, including the production of cleaner and fresher *Green Coral Lettuce*, reduced dependence on pesticides, year-round supply consistency, and more standardized product quality. These advantages enhanced customer satisfaction and strengthened the business's position in the competitive vegetable market. Strong profitability was expected due to the high demand for fresh salad vegetables and the premium selling price of hydroponic produce compared to conventionally grown vegetables. Furthermore, operational costs could be effectively controlled through an efficient hydroponic system. With proper production planning and effective marketing strategies, the business was expected to generate stable profits and achieve sustainable growth in the hydroponic vegetable industry.

1.2 Purpose of Preparing Business Plan

- To be used as a reference tool to organize the management of the operations of *Borneo Hydro Farm Enterprise* in an orderly manner.
- To determine the capital requirements needed to start and develop the business.
- To assess market opportunities and potential within the business of producing vegetables through hydroponics.
- To help in planning the efficient allocation of resources including manpower, machinery, and raw materials.
- To set business goals and directions that will ensure sustainable development.
- To furnish information relating to the operations, marketing, and management of the business.
- To increase the confidence level of banks and other funding agencies towards the business.

Borneo Hydro Farm Enterprise Business Plan was designed to give a thorough insight into the production and sale of *Green Coral Lettuce* by hydroponics farming technology. The plan is very significant because it will enable the business to conduct its activities effectively and according to its objectives.

Moreover, the business plan helps to determine what is required in terms of finances, operations, and human resources for the day-to-day running of the business. Through effective planning, the company can operate effectively and provide quality vegetables consistently. Furthermore, the business plan is used to analyze market opportunities, determine the target market including families, food establishments, supermarkets, retail outlets, and health enthusiasts, thereby enabling the business to develop appropriate strategies to stay ahead of its competitors.

Lastly, a business plan will be used to provide information on business opportunities to attract investments from various sources, including financial institutions. Through strategic business planning and financial management, *Borneo Hydro Farm Enterprise* expects to realize sustained success in contributing towards the sustainable development of agriculture in Malaysia.