



UNIVERSITI TEKNOLOGI MARA

ECOHEALTH ENTERPRISE

BACHELOR OF SCIENCE (HONS) TECHNOLOGY AND
PLANTATION MANAGEMENT

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EXECUTIVE SUMMARY

First of all our company was named EcoHealth Enterprise. The establishment of EcoHealth Enterprise was on 13th July 2016. Our company was based on partnership. The partnership agreement has been formed on 13th July of 2016, No 32, at Malacca between the shareholders that have listed down. The person who leads this company was the General Manager named **Muhammad Syaza Iman Bin Muzafek** and helped by four other sectional managers consists of Operational Manager, Marketing Manager, Financial Manager and Administrative Manager. The person which holds Operational manager, Marketing Manager, Financial Manager, Administration Manager and Assistant Finance are **Mohamad Syafizal Bin Othman, Mohamad Shahrul Izwan Bin Mohd Shah, Mohd Fadli Bin Fauzi, Ainun Jariah Binti Mad Johari and Muhammad Sadiq Bin Hamid** respectively. We are located at No 32, Jalan Tambak Merah, Melaka, and 77400 Sungai Rambai, Malaysia

Each of the managers has their own tasks and responsibilities that have to be fulfilled. Based on the cooperation between the managers, our business will run smoothly and at the same time will achieve the EcoHealth Enterprise objective, mission and vision. EcoHealth Enterprise of 8 employees that include General Manager, Administrative Manager, Operational Manager, Marketing Manager, Financial Manager, and 3 general workers. Our main target group was on homeowner and nursery. For the information, our sales per month are about RM40, 600.00.

EcoHealth Enterprise try compete with well establish company that it CALUNCE SND BHD. The weakness of the competitor that we found are they have higher overhead cost, higher prices that have been charged due to quality of product and good services, and sometimes they are maybe because of the rush to delivery. Basically, the operation process involves handling of raw materials, machines and equipment. In the other hand, the business is operating 5 days a week starting at 8.00AM to 5.00PM and half day on Saturday, which is 8.00 am-1.00 pm. We are predicting to increase our

product by 5% from first year by second year and another 5% from second year for third year.

1.0 INTRODUCTION

a) Name of the organization

We named our company as EcoHealth Enterprise because this name is symbolic to show that our product which is ecofriendly to the environment. This company is related to the production from recycled material. This is because our products are mainly using recycled material to produce the production. This name has been chosen also because we want to show that our company produces the friendly and environmental product for public usage to make sure to reduce the usage of plastic when we know plastic can harm to living things especially to the habitat. We believe, one day with the name of EcoHealth that we choose our company will be well-known in Malaysia.

b) Nature of business

EcoHealth Enterprise is a manufacturing business in Malaysia especially in the southern region (Malacca) that makes multifunction watering cans. The goal of this company is to manufacture and sell throughout the product by using middlemen as retailers, agents, or direct sell to homeowners.

This company also produces watering cans that use material from recycled items such as pellet plastic, recycled material and colorant. The product is produced to make the difference between the normal watering can and it is made from recycled material. The difference can be found in various functions, strength and the environmental friendliness. Our company made single size of the watering can to simplify the customer's decision by our product. The cost to make the product is very low because we only use recycled material. At the end of the day, we are able to produce products that which satisfied customers.