



اَوْبُنُو سَيِّتِي بَاتِيكُونُو لُو كِي بَامَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT300: Fundamentals of Entrepreneurship

# SAJOR ENTERPRISE

## Company Business Plan

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Diploma in Quantity Surveying (AP1144A)  
Faculty of Architecture, Planning and Surveying  
Universiti Teknologi MARA, Samarahan

**Submit to:**

Miss Nuraini bt Sa'ait

**Prepared by:**

Full Name	Matrix Number
Esther Grace Anthony	2011616608
Siti Zulaikha bt Sazali	2011434354
Albonjer Vilen	2011621814
Abang Mohd Zulkhairi bin Abang Ali	2011269788
Mohd Imran bin Ismadi	2011254834

**Submission Date:**

29<sup>th</sup> March 2013

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Esther Grace Anthony  
Diploma in Quantity Surveying,  
Universiti Teknologi MARA (Samarahan Campus),  
Jalan Meranek, 94300  
Kota Samarahan, Sarawak

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Miss Nuraini bt Sa'ait  
ENT300 Lecturer  
Universiti Teknologi MARA (Samarahan Campus),  
Jalan Meranek, 94300  
Kota Samarahan, Sarawak

3<sup>rd</sup> MARCH 2013

Miss,

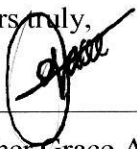
**RE: SUBMISSION OF BUSINESS PLAN**

As stated in the above, I, Esther Grace Anthony, General Manager of SAJOR ENTERPRISE, represent the rest of my fellow team members to submit our business plan for reviewing.

2. We as a team have prepared this business plan to fulfil the requirements of the subject Fundamentals of Entrepreneurship (ENT300) as prerequisite by Universiti Teknologi MARA (UiTM) Samarahan. This is essential to guide students on how to break into the business world and how to be a proficient entrepreneur step by step.
3. We hope that by submitting this business plan, we are finally able to present the finish result between the collaboration of our skills and knowledge that we have acquired during the course of our semester. All of our findings and related information are included in the business plan, together with this letter of submission.

Thank you for your time and support.

Yours truly,



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(Esther Grace Anthony)

General Manager,  
SAJOR ENTERPRISE

## EXECUTIVE SUMMARY

SAJOR ENTERPRISE is an agricultural based company that cultivates and supplies mushrooms, specifically Grey Oyster Mushrooms, to local businesses. Our target market is the residents of Kuching and the surrounding areas.

SAJOR ENTERPRISE is a partnership enterprise comprising of five key members. The members include Esther Grace Anthony as the General Manager, Siti Zulaikha bt Sazali as the Operations Manager, Abang Mohd Zulkhairi bin Abang Ali as the Administrations Manager, Albonjer Vilen as the Financial Manager and last but not least Mohd Imran bin Ismadi as the Marketing Manager. All of these members have contributed an internal equity of RM 20,000.00 each towards the total implementation cost of RM 172,873.00.

The General Manager's main responsibilities are to plan, lead, control and organise the whole business to keep the business in order. She is also responsible to ensure every department cooperates with each other to make sure the company's productions are efficient. In addition, the Operations Manager is responsible to make sure the productions go on smoothly by looking after the raw material stock, machineries and the operations staff. She must also ensure the productions leave the farms according to the company's standard of quality.

Besides that, the Administrations Manager must handle office matters without fail. This includes overseeing the company staff's wages and preparing office supplies for use. Furthermore, the Marketing Manager is in charge of advertising the company's goods and distributing them to retailers and other buyers. Last of all, the Financial Manager's duties are to handle all responsibility regarding money matters such as budget preparation and cash flow of the company's money.

## **1.0 INTRODUCTION TO GENERAL PLAN**

### **1.1 NAME OF COMPANY**

SAJOR ENTERPRISE is derived from the scientific name of the Grey Oyster Mushroom, *Pleurotus Sajor-caju*. We chose this name as this species is the first species in our farm to be cultivated and distributed by our company. We decided to cultivate the Grey Oyster Mushroom out of all the other mushrooms as we have a personal preference with this species. We hope that by using this name, our customers will know that we are dedicated to mushroom farming and see the quality of our produce behind the name.

### **1.2 NATURE OF BUSINESS**

SAJOR ENTERPRISE is a wholly Bumiputera agricultural based company which centres on the farming of mushrooms, specifically Grey Oyster Mushrooms, through nurseries and cultivations, and also supplying them to various local businesses via self-marketing strategies. We look forward to distributing our fresh, natural and quality mushrooms to the local retailers and eateries all over Kuching and the surrounding areas. The company was incorporated in 2012 and will be based at No 105, Kampung Semerbak, Jalan Datuk Stephen Yong, 93250 Kuching, Sarawak.

### **1.3 INDUSTRY PROFILE**

Mushrooms are a very good source of protein for every one of all ages including vegetarians. It has also been a staple diet in eastern countries due to its nutritional and medicinal health values. This is no different in Malaysia where large scale mushroom cultivation has been in this country since the 1970s. As our world culture slowly transcends to healthy eating and living, the demand of mushrooms have been increasing year by year. According to the Department of Agriculture (DOA) Malaysia, Malaysia has increased the import of mushrooms from RM 25 million in 2004 to RM 86.44 million in 2007. This statistic proves that there is indeed an increased demand of mushrooms over the years which led to the Ministry of Agriculture declaring mushrooms to be an industrial crop. Hence, we believe that our company can flourish especially once we delve into the import and export market.