

*Agricultural
is a concept of life*



Northern Agro Enterprise

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)**

**NORTHERN AGRO ENTERPRISE
NO. 1A, KG KERSIK, JLN GUAR NANGKA,
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EXECUTIVE SUMMARY

This business plan is based on research about how to develop a company under the agriculture sector that involves in cultivating and supplying a type of mushroom, which is 'grey oyster mushroom'. The procedures used in this plan are by interviewing the owner of Nangfa Enterprise, En. Faiz, *Penolong Pegawai Ehwal Ekonomi FAMA* as well as by doing research and observation.

We named our company as Northern Agro Enterprise because we are focusing on northern region and the farm land which will be used as cultivation and farming centre and the head office will be located at *Mata Ayer, Perlis*. We start our business on 28th December 2007. All of us had agreed on this business because it has a good future and it is rarely done by other entrepreneurs, although there are few that are involved in this business. That is why, from the very beginning we chose on persuading this business.

Our future prospects of this business in the coming years are to widen our range of supply and not just supplying to hotels and restaurants in Perlis and Kedah. We also want to expand the business by increase the capital and have two branches in 6 years and to be the biggest supplier in the business global.

1.0 INTRODUCTION

'NORTHERN AGRO ENTERPRISE' is a business form under a partnership scheme based on the Partnership Act 1961 (Revised 1974). It is a business that is categorized under the agriculture sector. Our company involves in cultivating and supplying a type of mushroom, which is 'grey oyster mushroom'.

'Grey Oyster Mushroom' is a brand new species of mushroom that contains fully nutrition that provide many nutritional attributes of produce, as well its provide a similar number of nutrient as brightly coloured fruits and vegetables. It is called grey oyster mushroom because the textures and colour of the mushroom is similar to the oyster shape. Without we realized, its have it own good essential for healthy bones and teeth.

Our company also plan to cultivate as well as farming and supply more types of mushrooms in the coming years and hope to widen our range of supply and not just supplying to hotels and restaurants in Perlis and Kedah.

This business is formed by five highly vision, talented and hardworking students. All of us had agreed on this business because it has a good future and it is rarely done by other entrepreneurs, although there are few that are involved in this business. That is why, from the very beginning we chose on persuading this business.

We had all agreed on choosing a place in Perlis as our business location. The farm land which will be used as cultivation and farming centre and the head office will be located at *Mata Ayer, Perlis*.