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1.0 BUSINESS INTRODUCTION

a) The proposal business venture

i. Name of company and nature of business

Tropical Stevia Company

Tropical Stevia Company is a partnership business consists of four contributors. Our company's name taken in conjunction with the business that we run and at the same time we hope it can introduce our company to the business world.

Tropical Stevia Company involve in planting, processing and distributing stevia. An estimated 280 species of stevia now grow wild in North wild and South America. However, the only species with the sweetening properties that have attracted so much attention to the herb is *Stevia Rebaudiana*. The glycosides in its leaves, including up to 10% stevioside, account for its incredible sweetness, making it unique among the nearly 300 species of stevia plant. Therefore, our main plant is based on stevia rebaudiana plantation. Our product are mainly crude green powder.

ii. Industry profile



Stevia is a herb which is categorized as a chrysanthemum family. It is a natural sweetener where people tend to use stevia instead of sugar nowadays as it shows much healthier as it has no calories. Differ with stevia, natural sweeteners such as white sugar, honey, corn, fructose and syrup none are calorie-free nor can be used as dietary supplements. Pharmacological tests have proved that stevia is safe to use as a sugar substitute.

Stevia was first grown and used in South America by native people in Paraguay and Brazil for centuries and it started to spread until now where a large volume of stevia has been used all over the world.

Malaysia might be a few steps behind from some developing countries as the use of stevia, especially in Japan, is widespread and becomes the main consumer of stevia as its stevia accounting shows 40% of the sweetener market.

Stevia is commonly used as a sweetener, however, few people enjoy taking stevia as a tea where it also has the characteristics of tea. For the food industry, stevia is popularly used as a dietary supplement where it is healthy and it has been proven by medical research who sees the possible benefits of stevia glycosides in treating high blood pressure, obesity, heart attack, diabetes, and teeth caries.