



اَوْنِبُوْرَسِيْتِيْ بِاْتِيْكَوْ لُوْغِيْ بِاْمَارَا
UNIVERSITI
TEKNOLOGI
MARA

SANSBERRY ENTERPRISE

DIPLOMA IN PUBLIC ADMINISTRATION

UNIVERSITI TEKNOLOGI MARA SABAH

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Executive summary

SANSBERRY Enterprise provides enterprises in the cultivation of strawberries and manufacturing them into various products including foods and beverages and we are focusing into Sabah and Sarawak market. The idea behind the business is to provide healthy foods for consumers and to develop varieties of strawberries. Besides that, we observed that the demand are increasing from time to time but the supplies are still lacking and we are in the opinion to fill the vacant. Our company is more towards manufacturing rather than retail. We are going to cultivate strawberries then manufacturing them into various products also supplied them to another company. Strawberries can be cultivated commercially or using the hydroponic system. Our company are to use the hydroponic system as it need less space and time to grow, produce year round yields and consistent strawberries as it is not seasonal dependent, produce strawberries of excellent taste and size where they get enough nutrients, save more cost on fertilizer as organic fertilizer can be used, promotes nearly non-existent of pests, weeds and diseases by using methyl bromide also act as a threat to the Nature as it is proven to be eco-friendly and does not support the greenhouse effect.

We have chosen to cultivate the Strawberry (*Fragaria ananassa*). It is one of the most fascinating fruits of the world which is rich in vitamins and minerals. It has fabulous flavor and aroma. For maximum growth, nutrient solution of pH between 5.8-6.2 will be used. Strawberries usually cultivated in places of low temperature and cool climate of 10 to 20 degree celsius. Highlands may be the most suitable place for cultivating strawberries with a height more than 1500 metres. The reason for selecting this business depends on the business opportunity where they are suitable weather here in Malaysia, the demand are significantly increasing and the market is spreading, it gradually growing its variety and half of the demand are from the local supplies. There is opportunity for this industry. The current market demand is about 300 tonnes where 66.6% are imported and only small percentage are supplied by the local producers. The number of exports are still small. Even the largest strawberry producers in the world, China, only manage to exports 203 metric tonnes out of 1.5 million metric tonnes and the largest buyer is Russia accounting for about 90%. That is why we are looking forward to open and expand this business thus, to be as good as China but of course still we are focusing in Sabah and Sarawak first. In the near future, it is very much possible to decrease the imports of Malaysia and increase the export after meeting the local demand.

Purposes

The purposes of preparing this business plan are :

- ✚ To apply for loans or other facilities from the relevant financial institutions.
- ✚ To allocate the business resources effectively.
- ✚ Act as a guideline for our management along the development of the business.
- ✚ A platform to fully use the skills and knowledge.
- ✚ An opportunity to be a boss.
- ✚ To stimulate and develop new ideas and integrate well management effort towards the successful life as entrepreneurs.
- ✚ To fulfill the continuous demand for by supplying strawberry consistently.
- ✚ To understand the process of initializing and maintenance of business in a stable state.
- ✚ A good idea for generating income in a long run.
- ✚ To develop the level of competitiveness.

Administrative plan

Visions, missions and objectives

Visions

To provide customers with different quality on strawberry and strawberry-based products with a higher reliability than other similar enterprises in the world as well as to be the world class supplier by competency, determination and commitment under one roof.

Missions

- ✚ To be the main source of strawberry in Sabah.
- ✚ To increase the variety of strawberry crops in the future.
- ✚ To produce high quality of strawberry crops to be consumed.
- ✚ To be the biggest Halal strawberry manufacturer and supplier in Sabah.
- ✚ To be the best strawberry “paradise” in Malaysia.
- ✚ To expand our business by opening branches in Sarawak and Semenanjung Malaysia and introducing our product to the world.
- ✚ To earn maximum profits healthily.

Objectives

- ✚ To be a successful entrepreneur of this area of business as it have a bright future to be develop.
- ✚ Producing local strawberries for the consumption of Malaysian.
- ✚ To reduce the number of imports and increase the number of exports.
- ✚ To achieve profits by cooperation between all in the organization.
- ✚ To provide more job opportunities.
- ✚ To educate people on the importance of the agricultural sector.

Location

SANSBERRY ENTERPRISE

Jalan Cinta Mata, Mesilou,

89308 Kundasang, Ranau, Sabah.

In order for us to operate, we chose to setup our company at Mesilau, Kundasang. We bought the place including the building for RM200 000. We did so because we think that our agricultural activity also manufacturing needs its own private place from other people. We are paying RM100 000 for deposits as we used our own money also get some help from family that supported us. The remaining will be paid in monthly installment. If we have much money, we will paid all as soon as possible to prevent any continuous debt.

This location is certainly possible because it is a highland and the weather is suitable for agricultural activity. Our strawberry will get enough nutrients here. Furthermore, it is not far from the village so it is easy for us to find workers as well as provide job opportunity for them and they are much talented in this field of work. By only 1 hour duration to arrive Kota Kinabalu, it would be easier for us to do any delivery of supplies. Besides that, Kundasang is famous for its tourism spot thus, foreigners are able to feel and experience our strawberry as well as enjoying the beautiful nature.

Our land area are consist of an administration office, a cafe, a factory and a farm. It is of 2 acre wide and we will renovate the existed buiding.