

UNIVERSITI TEKNOLOGI MARA
CAMPUS SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

BORNEO CHILI ENTERPRISE

PREPARED BY:

FARTANI JAHIKU

2007148865

EVY ENILLIS SAMSUN

2007148897

ALLEY SUNGKI

2007109763

HANIZAH BT OMAR

2007145893

JULY - NOVEMBER 2010



Table of Contents

Contents	Page No.
Acknowledgement	12
Executive Summary	13
1.0 Introduction	15
1.1 Business Plan Purpose	16
1.2 Business Background	17
1.3 Company's Name and Logo	18
1.3.1 Description of Logo	19
1.4 Vision and Missions	20
1.4.1 Vision	20
1.4.2 Missions	20
1.4.3 Objectives	20
1.5 Background of Partners	21
1.5.1 General Manager	21
1.5.2 Administrative Manager	22
1.5.3 Operation Manager	23
1.5.4 Marketing Manager	24
1.5.5 Financial Manager	25
2.0 Administration Plan	26
2.1 Introduction to the Organization	27
2.2 Land Location	28



List of Table

No	Particulars	Page
1	Table 1.1: Description of Company's Logo	19
2	Table 2.1: Strategies to the Business	30
3	Table 2.2: List of Administration Personnel	33
4	Table 2.3: Schedule of Tasks and Responsibilities	34
5	Table 2.4: Working Hours	36
6	Table 2.5: Schedule of Remuneration	37
7	Table 2.6: Employee Incentive Scheme	38
8	Table 2.7: Partners Contribution	40
9	Table 2.8: Monthly Expenses	41
10	Table 2.9: Other Expenses	41
11	Table 2.10: List of Fixtures and Fittings	42
12	Table 2.11: List of Stationery	43
13	Table 2.12: Overall Expenses	44
14	Table 2.13: Legend	46
15	Table 3.1: Distribution of sales for year 2011 (Estimation)	56
16	Table 3.2: Strengths and weaknesses of the competitors	60
17	Table 3.3: Percentage before enters the market.	61
18	Table 3.4: Percentage after enters the market	62
19	Table 3.5: Sales Forecast	63
20	Table 3.6: Marketing Budget	66
21	Table 4.1: List of Operation Personnel	79
22	Table 4.2: Operation Hours	79



Executive Summary

The first section of our business plan will be the introduction of our business. The introduction includes the purpose of our business plan, the background of business and partners, business logo, vision, mission and objective and also the partner's agreement. This section is important to give a simple representation to the reader about our business plan.

The second section of our business plan will be the administrative plan. This section is important to assist us in our business administration. The good business administration can help to maintain the efficiency of business operation. This administration plan will explain the task of every partner and also the workers in this business. It also provides the organization chart to show the hierarchy of management in our business. Besides that, it also will explain the incentives that we provide for our workers.

Next section is the marketing plan of our business plan. Marketing plan will emphasize on the strategies to market our product. The proper strategies can help to increase our sales and also attract more customers. Besides that, marketing plan also will show the targeted market as well as the market share before and after we enter the market. In addition we are also identifying the strength and weaknesses of our competitors in this marketing plan in order to compete with them.

The fourth section in this business plan will be the operational plan. The operational plan will clarify the operation of our business. It will show the process that involve in our business operation. For example, the planting process, harvesting process and also the implementation process in our business operation. Besides that, it also will point up the production budget for our business. Operational plan is important to ensure that we can run our business operation smoothly.

The last section of our business plan is the financial plan. Financial plan is important to determine the capital needed as well as the source of finance to implement our business. This section will show the budget from the other three sections, the fixed asset and also the financial performance of our business. The financial plan also important to appraise the viability of our business before the actual investment is committed.



1.0 Introduction

Our business plan is wholly about the agricultural industries, which is to plant and distributes chilies. Nowadays, agricultural industries become one of the major industries that contribute income to our country. One of the reasons why we choose agricultural industry is because we can see the potential of this industry to give a high return for us. Besides that we are also aware of the government campaign of “*Pertanian Adalah Perniagaan*”. When the government said so, they are definitely support our business formation as well as our expansion in a future.

Besides that, we are also has several reasons why we choose to plant chili and not other types of vegetable. Chili or called “*cili padi*” in Malay language are highly demanded product in the market. The average Malaysian especially Malay and Indian people are loved to eat or to mix their meals with chilies. We can see that every market, retail shop, or supermarket is selling whether processed or unprocessed chilies. In addition, almost every restaurant, café and even five star hotels are using chilies in preparing their meals. These scenarios are definitely the opportunity for us to market our product.

In order to compete with the existing competitors in this industry, we are about to use the system that more effective and efficient to plant the chilies and the system called fertigation method. Fertigation basically comes from the combination of two words - fertilizing and irrigation. As the terms implies, it is applying of fertilizers through irrigation water. Fertigation has many advantages over other fertilization methods or the traditional method, and when properly used, it saves time and labor. Fertilizers application is more accurate and uniform, and nutrient uptake by roots is improved. Using fertigation, fertilizers are prepared in advance in stock tanks and it is then injected into the irrigation water.