



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH  
INTRODUCTION TO ENTREPRENEURSHIP ETR300**

**GREEN PEACE NURSERY**

**PREPARED BY:**

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**5 OCTOBER 2000**



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**KEPADA SESIAPA YANG BERKENAAN**

Tuan/Puan

**ASAS KEUSAHAWANAN (ETR)**

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

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Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih

Yang benar

**MOHD. AZHAR OSMAN**  
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*JT*  
*Sila berikan kerjasama*  
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# **TABLE OF CONTENT**

- ***ACKNOWLEDGEMENT***
- ***BUSINESS CONCEPT***
- ***ADMINISTRATIVE PLANNING***
- ***MARKETING PLANNING***
- ***OPERATIONAL PLANNING***
- ***FINANCIAL PLANNING***
- ***CONCLUSION***
- ***APPENDIX***

## **ACKNOWLEDGEMENT**

We would like to express our special thanks to all person that involved directly or indirectly in the preparation of our Business Plan that is Nursery Plantation.

Firstly we want to express our special thank to En Azhar Osman, our ETR 300 lecturer Tuan Haji Zaki b. Ayob for his guideline, comment and advise for our group in preparing this Business Plan.

Secondly, to En. Nazmi as an officer in Peladang to his co-operation, support, information and other in preparing palm oil nursery.

Then, to En. Khairul Anuar Othman, an officer in RISDA for giving us all the information about palm oil and statistic of population in District Kuala Muda and Yan.

Besides, Mr. Tan Sow Hee, as our competitor in giving us clear pictures about business plan and how to start in this business. We also want to thank to our lecture in finishing this business plan

Lastly, we would like to thank to our parent for giving moral support, financial support and understanding us in preparing this business plan.

## **BUSINESS CONCEPT**

Green Peace Nursery develops this business plan and it will be operate starting from January 2001. Green Peace Nursery is a business, which is base on concept of proposed young plant and productive oil palm trees. The certified clones of seed are purchased from reputable breeders such as FELDA, PORIM and GUTHRIE and we will grow them until the maturity age that is 7 month.

The type of clones that we only focus is D x P or Tenera. D x P is the best type of palm oil. It comes from consolidation of palm oil that is Dura and Pisifera. Tenera or D x P produce more oil and more heavy than other types. Each 'tandan' of Tenera or DxP will produce 23.7 % of oil and the heavy is 58.4 kg.

Our potential customers are comes from small-holders, private estates, and state and government agencies. It is because our government encourages us to involve in palm oil plantation. It is because palm oil is used primarily for cooking, petrol, soap and candles. The basic marketing strategy of this business is find strategic location for our nursery. Then we will make promotion by using advertising. We will advertise our product in Yellow Pages and in the magazine that produce by PORIM and PELADANG.

For the first year, the average of young plant that we could sell is 4000 units per month and we assume the profit that we could get is RM 6000. The sales is variety from month to month because the plantation of palm oil is depends to the season. The market demand will increase in the rainy season.