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PPC 1459



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Business plan for Nutripitagen Enterprise: dragon fruit plantation
/ Hasima Mohamad...[et.al.]

FUNDAMENTAL OF ENTREPRENEURSHIP ETR 300

Manufacture of Furniture

NutriPITAgen Enterprise
Lot 1538, Kampung Jambu Bongkok,
Merchang,
21610 Marang, Terengganu

Prepared by:

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Date of submission: 27 March 2008



'Nutritious Comes In Red'

NutriPITAgen Enterprise
Lot 1538 Kampung Jambu Bongkok,Merchang
21610 Marang, Terengganu.

INTRODUCTION:

Under the name of NutriPITAgen Sdn.Bhd, we have five business partners ; Hasima Bt. Mohamad, Irrniena Bt. Mohd. Aripin, Nurul Shahrini Bt. Mat Koris, Nurul Sofiatul Ain Bt. Mat Rani, and Siti Nordina Bt. Jamaludin have decided to involve in the agriculture industry and our main target is to supply the products of dragon fruit .With the approval from all of the business partners, we decided to locate our company and main office at Lot 1538 Kampung Jambu Bongkok,Merchang 21610 Marang, Terengganu. We also would like to commence our company on January 2009.

Dragon fruit or its scientific name Hylocereus Undatus, is well known as an organic plant with many uses and full with nutritious. All parts of the plant except its root can be use and has its own value. Recently, dragon fruits plantation have shown a good business potential and begin to attract the investors to involve in this field as it generate sales and promises higher profit.

There are three types of dragon fruit which are **(a) white flesh with red outlook, (b) red flesh with red outlook, (c) white flesh with yellow outlook**. However, in Malaysia we only produce type (a) and (b) of the dragon fruits .Under the label of our company, we will concentrate on producing the dragon fruit with red flesh and red outlook. This fruit comes with its own grade of classification which is grade A (500++gram), grade B (450++ gram), and grade C (250++gram).This fruits are really good for health as it is full with nutritious that really good for our blood, eyes, kidney and other.

High demand from the customer have become one of the major factor why we choose to involve in this business. Besides that, we really interested with the ability of the plant to produce a lot of merchandise such as juice, jam, tea and soup. Dragon fruit also known as a plant that can live for 100 years and not a seasonal plant. So, it means that this plant will always produce fruits to fulfill the market demand. Easy steps of plantation with simple maintenance requirement are also another reason why we select this business. Furthermore, the dragon fruit business is less competition compare to the other type of business.



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PURPOSE OF PREPARING BUSINESS PLAN:

The main purpose we prepare business plan to :

- a. To apply loan
- b. To convince investors
- c. To ensure that every activities and implementation in the business would be run without problem or difficulties at the future.
- d. As guide line for managing the proposed venture.
- e. To get more profit and credit when our business which lack of cash.
- f. Can make an assumption to distribute the resources with more effectively.
- g. Get many advantages from this distribution and it can avoid in the wasting resources



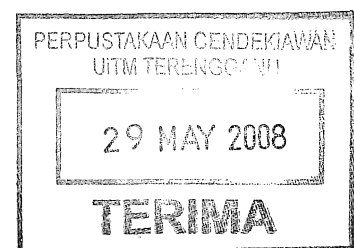
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21610 Marang, Terengganu.

COMPANY BACKGROUND:

- A. Name of the company : NutriPITagen. Enterprise
- B. Business Address : Lot 1538 Kampung Jambu Bongkok,Merchang
21610 Marang, Terengganu.
- C. Correspondence Address
(website/e-mail) : www.nutripitaya.com
- D. Telephone number :
- i. Tel : 096312313
 - ii. Fax : 096312314
- E. Form of Business : Partnership business.
- F. Main Activity/Activities :
- i. Planting Dragon Fruits
 - ii. Supplying Dragon Fruits
- G. Date of Commencement : 1 January 2009
- H. Date of Registration : -
- I. Registration Number : -

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Perpustakaan Cendekiawan
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