



UNIVERSITI TEKNOLOGI MARA (UiTM)
KOTA KINABALU SABAH BRANCH

ETR300
FUNDAMENTAL OF ENTREPRENEURSHIP

STEVIA EXCEL ENTERPRISE

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1.1 INTRODUCTION

Why choose Stevia?

- Newly introduced in Malaysia
- Shorter time for yield production
- Can be planted in small area.

LARGE 'STEVIA' PLANTATION PLANNED FOR MALAYSIA

KUALA LUMPUR, Jan 3 (NNN-Bernama):

Since the price hike of sugar on Jan 1, there have been various reactions, with a local company proposing to establish a large plantation and biotechnology processing centre to produce the herb 'Stevia' on a commercial basis.

Stevia is a natural sweetener that does not contain any calories.

A'Azam Group chief executive officer, Dr Sharifah Sabrina, said the traditional stevia has zero calories, no fat, cholesterol, sugar and carbohydrates.

"It can also be used as a main alternative to reduce sugar use," she told Bernama on Sunday.

Besides being a natural sugar ingredient, stevia can also reduce sugar-level in blood, ease urine flow, kill bacteria, destroy fungus, reduce skin problems and also reduce weight.

The sweetener is obtained from the dried stevia leaf. The plant originates from South American countries, especially Paraguay.

-NNN-BERNAMA



2.1 INTRODUCTION

The keys of a successful business that been run is the business that have a good planning, systematic, well managed and high motivated. Administration plan is the main element and the most important factor influencing the success of a business. A well managed and plan purpose, reason and objective of business can lead to a good management and professionalism with the usage of all strategy between administrator and objective of business. Here is the key point why we choose stevia plantation as our business:

1. The shortage of sugar/ sweeteners in Malaysia
2. Large number of Malaysian people suffered diabetes due to high amount of sugarcane consumption.
3. Newly known in Malaysia especially in Sabah.
4. Shorter time needed for yield production
5. Easy for maintenance
6. Many Stevia plants can be planted in one ha.

2.1.2 COMPANY MISSION

Mission is a precise description of what an organization does. It should describe the business as well as the organization is in it. It actually expresses the definition of word "why" the organization exists currently. Each member of an organization should be able to verbally express this mission. Realizing the importance of the company mission, we have made agreed missions such as the following:

OUR MISSION

- **Will gain and earning maximum profit throughout the year.**
- **To support Malaysian government agriculture product industry.**
- **To be the leader in producing raw material for stevia production.**
- **To become the alternative for shortage of sugarcane.**



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