

UNIVERSITI TEKNOLOGI MARA

BUSINESS PLAN (LEECH)
BEVELEECH

PREPARED BY:

DOKU ZUBAIDAH BT AG MAJID (2008294096)

NUR FUSYEELLA BT MUGI (2008294094)

MUNIRA ATIQAH GUNSUH (2008294106)

AQEEDA EZZATI ABEKAN (2008294532)

NUR AINI BT MAT JANI (2008294104)

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EXECUTIVE SUMMARY

As a representative of BeveLEECH, I would like to say thank you to everybody, especially to all my partners, together with me worked for this Business Plan. All of them are:

1. Aqeeda Ezzati Abekan
2. Nur Aini Bt Mat Jani
3. Munira Atiqah Gunsuh
4. Nurfusyeella Bt Mugi

All of us have sacrificed our time, our energy, our own money and everything to ensure that this Business Plan done very well. With hope, this Business Plan could bring victory for us to achieve our goals.

All of the mistakes, either directly or indirectly hope could be apologized because all of it is come from us. However, what we want to achieve are our success with you.

After thinking for a while about this business plan, I thought about a vision that is introduced by our former Prime Minister Dato Seri Tun Dr Mahathir Mohammad, the 'Vision of 2020'. It is with the objectives to achieve a developed country towards the year of 2020. Thus we took the guide line for the future of our people, especially 'Bumiputera'. It is also guarantee that this project will boost Sabah economy in agriculture industry.

Truly,

(DGKU ZUBAIDAH BT AGKU MAJID)

GENERAL MANAGER OF BeveLEECH



1.0 INTRODUCTION

By definition, agriculture is the art and science of crop as well as livestock production (McGraw-Hill Science & Technology Encyclopedia: Agriculture, 2011). In its broadest sense, agriculture comprises the entire range of technologies associated with the production of useful products from plants and animals, including soil cultivation, crop and livestock management, and the activities of processing and marketing. In addition to that, the term agribusiness has been coined to include all the technologies that mesh in the total inputs and outputs of the farming sector. In this light, agriculture encompasses the whole range of economic activities involved in manufacturing and distributing the industrial inputs used in farming; the farm production of crops, animals, and animal products; the processing of these materials into finished products; and the provision of products at a time and place demanded by consumers

Leeches are commonly known as a kind of animals that suck blood, and there is three types of leech such fresh water, terrestrial and marine leeches. Scientifically it is subclass as Hirudinea (Agriculture, 2009). It is closely related to earthworms, and it is hermaphrodites that have both male and female reproductive organs which means for one leech it has two reproductive organs. Ultimately Leech had identified 600 species but only 15 are used in market. Leeches can be used for medical and cosmetic purposes. Traditional use is by letting the leech to suck blood from the patient's body to relieve headache and joint pain. According to Sanskrit writings, Dhavantari, the father of Indian medicine it is used for health such as preventing hair loss. Leech oil is known as sensa oil to the local community for enhancing the sex capability of man. Chinese medicine uses leech as an ingredient for various treatments.

Leech therapy has a long history. Records indicate that Egyptians used leech therapy 3,500 years ago. Leech treatments were very popular during the Middle Ages. Back to ancient times, over 2000 years ago leech had been used for medical purposes. It is proven by paintings of leeches in pharaohs' tombs. The Solomon Parables also describe leech treatment use in ancient medicine. Leech therapy in Greek medicine can be found in the poem Alexipharmacia by Nicandros. Roman physician Galen classified leech therapy as a method for achieving healthy balance.

Modern medicine uses the ingredient extracted from leech to cure blood-related diseases or make other products such as balm, massage lotion, facial foam and others. Today there is a real clinical application using leeches for microsurgery to stimulate circulation in



1.1 BUSINESS PLAN PURPOSE

BeveLEECH is our business name. We have our own purpose or reason on our business plan. This business plan is prepared by us in order to ensure that our business come forward together with the existed market especially in Sabah.

Firstly, the business plan becomes the guideline in management and administration with the strategy and method as stated in written business plan. This guideline helps us to follow the right step and to avoid any wastage or loss. Furthermore, it is also act as the layout of future direction of our business and we can take action and effort to achieve our objective.

Secondly, this business plan is written to evaluate the performance of our business. We will examine our business in all perspective such as marketing, finance and operations. When we know the strength and weaknesses of our business, we can expect that whether our business have opportunity to compete with other market at outside world. By determine the strength we can improve it but the weaknesses we can reduce and make our business better.

Thirdly, with his business plan it will be easier to us control the operation of our business. By having a schedule, the operation of our business movement will be run efficient and systematically. This can avoid the bad situation that can emerge a conflict between business partners.

The business plan also prepared to convince the other people that will be the supporting elements in our business such as the organization that can give loan to us, suppliers and creditors. A proper and good business plan will convince that party and we can use the business plan as the guideline to expand our business.