



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا

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BUSINESS PLAN PROPOSAL

KINABALU VANILLA GARDEN ENTERPRISE

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1.0 INTRODUCTION

For this semester of July 2009 – December 2009, under the Business Plan Project of ETR 300, we altogether 5 person have decided to establish a new business which are known as **KINABALU VANILLA GARDEN ENTERPRISE**. This business is focus on planting and supplying Vanilla. We are planning to start running this business on January 2010.

Our company choose this plantation field because this is something new in Malaysia. Vanilla are very well-known all over the world for its benefits either in cosmetic product or food product. Moreover, the latest discovery is beside oil palm and jatropha, vanilla are also can produce bio diesel product. As an entrepreneur, we can see this is something new, and therefore we want to take the opportunity start from now on.

Vanilla is a type of a wild orchid species which are originate from Mexico. It grows coils-like where it grows on another tree as a frame to grow around. It is also known as “Green Gold” because of its high contain of vanillin. Nowadays it has become commercialize in Malaysia since 2006 at the West Malaysia. In Sabah, at 2007, Koperasi Pembangunan Desa (KPD) has bring in this plant here to become commercial plant.

Vanilla has very high potential in commercial plant where it has very high needs and also it is due to our government support where our nation wants to expand in the production of bio diesel in coming years. So, we take this opportunity to do this vanilla plantation with a small starting cost as a start. Our base of operation is in Kampung Saga, Tenom where there is a very nice plantation area and very suitable condition for this plant to grow. So, our main operation is to planting and supply especially to KPD.

Last but not least, we believe that vanilla has high potential in commercial business and we are very confident, our objective will be achived.