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Acknowledgement

First and foremost, we are grateful to God the Almighty, the Most Compassionate and Most Merciful as it is with His will that we were able to produce this business plan. It has been a new exciting experience for all member of this group to prepare this business plan. Therefore, we are very thankful to all parties that have given us their support and encouragement that were beneficial for us to produce our business plan proposal.

For the preparation of this Business Plan, we encountered various obstacles during the process to gathered information for the use of our business proposal. However, there were many kind people who were cooperative with us to provide guidance to our group in making our pursuit for the extra information a success. We would like to give our appreciation to all parties that have assisted us in completing this business plan. They have been generously helpful and therefore they have helped us a whole lot in making our business plan proposal a reality. There are;

- MEDEC Coordinator of UiTM Sabah Campus, Mdm. Imelda Albert
Gisip
- Tutor for ETR 300, Mr. Franklin Hazley Lai
- Diploma in Planting Industry Management Lecture, Mr. Sabki Hj.Suhaili



1.0 Executive Summary

1.0.1 Introduction

As we know, the opportunity in agriculture industry in Malaysia is growing and waiting for the people to 'grab' it especially the entrepreneur. However, some of people who are actually interested in business or entrepreneurship did not really realize that the business that based on agricultural can be successful through proper business planning.

Basically, our business is based on agriculture, which produces exotica papaya through planting. We believe that this can be a successful business because, nowadays, a papaya demand in Malaysia especially in Sabah is increasing within the growth of our country community. However, the supplying of papaya is still not enough to fulfill the demand of the market and our papaya manufacturer (large canning factories) still need to import their stocks from another country such as Thailand and Australia. So, we want to take this opportunity in order to build-up our business, which we believe can be successful within three years.

Actually, our business is not only for fulfilling the demand of customer and Malaysian, but we will also help the government to achieve the vision 2020, which has highlighted several important industries to be developed. Moreover, in RMK9 government is focus more on agriculture