



UNIVERSITI TEKNOLOGI MARA

DIPLOMA IN PLANTING INDUSTRY AND
MANAGEMENT

FUNDAMENTAL OF ENTREPRENEUR
(ENT 300)

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EXECUTIVE SUMMARY

The name of our company is LOCAL FRUIT SDN BHD; this company provides product and service in the operation process to gain profitability. The product that we supply is local fruits from our farm or from the farmer that send their fruit to our factory such as bambangan, rambutan, durian, banana pineapple, coconut, Jack fruit, Citrus and mango. Other than that, our company also supply original juice from the local's fruits it is.

For the service, we supply the good natural environment especially to the visitors that come in our factory because we also stand for agro tourism that encourage local people and outside visitors to come in our company to looking the amazing building that we created from the shape of locals fruits. We also provide the package especially to the student that want to complete their study of research related with the plant such as plants pest and disease, soil science and etc.

The main office including the location of this organization at SugutBeluran. We choose this places because easy for us to get resources a long of years. Other hand its strategic location especially to the agro tourism because most of the jungle at there is natural beauty so that the visitors can enjoy along of their journey to the farm.

We are prospecting to increase 3 % and 5 % sales of our business on second and third yearrespectively.

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1.1 INTRODUCTION

The name of our company is Local Fruit Sdn Bhd. This company provides service and product in order to develop our company to the global market. For the service, our company stands for agro tourism to interact people outside coming with us. Besides that, to the product our company supplies locals' fruits to the visitors with suitable price.

Our Company also helping the farmer to market their product by buying their local fruits from them and sell again to the customers or sending the fruits to the supermarket, hotel, and main attraction for tourist such as Tanjung Aru, Pulau Manukan and etc. We are doing this because we have detected the difficulty of farmers especially in the rural area to market or transport their product to the urban area such as Kota Kinabalu, Sandakan and Tawau.

Other than that, our operations provide package for those researchers that want to make their research in order to complete their study or work.

This, company have the ability to growth rapidly because we have the technology and systematic management and marketing plan. Furthermore, people from overseas will come to our Fruit Park especially for those who love and interested in the natural environment and culture.