



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT 300)

GINGIFERE ENTERPRISE  
PLANTATION

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GINGIFERE  
ENTERPRISE



## 1.1 INTRODUCTION

Our company name is GingifereEnterprise. We are involved in agriculture industry. The main material for our company is Zingiber or known as ginger. We are planting ginger and supply it to the market. According to FAMA, ginger is one of the most important commodity crops in Malaysia because of its demand and export. Ginger production in Malaysia is less than the demand. So our company wanted to join the agriculture sector and improve the amount of ginger production in Malaysia based on the high demand.

Ginger has many usages. It can be as a food supplement or folk medicine. In Malaysia, the main producing states of ginger are Sabah, Sarawak, Pahang, Selangor and Johor. Although these five states are the main producers of ginger, the amount of ginger produces every month or year didn't reach the exact amount of demand. This is why the agriculture sector need more people to join agriculture business in planting ginger.

They are two types of ginger. One of it is 'Bentong', it is a large rhizome and whitish in color, and another one is 'TanjungSepat' a long rhizomes and yellow in color. We are planting the Bentong type because this type is able to compete with international market, especially in United States. This is because the quality of the ginger here in Malaysia is good compare to the other countries.

The type of business that we commit is partnership which consists of four people. We chose this type of business because our business involves more than two people as the members of the capital contributors. We have to work or plan the right strategies of our business to keep the efficiency and effectiveness of our company.

We believe that our business can have a better future in agriculture industry. We can see the opportunity in this business is high since the ginger price for Malaysia can compete with the international market price. With a good consultation and support given, we successfully completed the business plan. We are hoping that this business plan can help us to understand more about the flow of work in business.

Although our company is still new and lack of experience, we are really confident that we can compete to other competitor to develop the agriculture industry. We endure that that this industry can give us benefits and good profit to our company and reduce unemployment in Sabah in the future.