

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
( ETR 300 )

GENERASI VETO (G-VETO) SDN BHD

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15 APRIL 2009



## ACKNOWLEDGEMENT

Firstly, we are very grateful to Allah S.W.T because of His consent, we finally finished our Business Plan on time. With co-operation from each group members, all of the problems we faced, we overcome them professionally.

It has been a new and exciting experience for all members of this group to prepare this Business Plan. Therefore, we are very thankful to all person and parties that directly or indirectly involved in preparing this Business Plan.

We would like to express our thanks to the people who have helped us finished this project for their massive contribution to our group. There are Puan Azalina Abdullah as Tutor of subject ETR300, Prof Madya Matyassin Jamil as a lecture and Mrs Imelda as MEDEC Coordinator and others for their willingness to give us the detail about the Spirulina Producer business. Without their help, it would be difficult for us to complete the Business Plan Proposal.

Once again, thanks to all who has contribute in the making of this proposal. We are truly grateful to all of you.

**Thank you.**

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## 1.0 INTRODUCTION

In 21<sup>st</sup> Century, world life is become more busy and more new things make people have done their life with busy life every day. So, many people get the fast food and sometime they didn't eat. The main food that has higher demand is something that is express. There are many is supplement foods such as Appeton, Weight gain etc. Spirulina is one of Malaysian supplement food. It is known for centuries. However, yet, still no other company want to take a risk to produce The Spirulina supplement. The main factor that people do not want to produce the Spirulina supplement is because the process of making the Spirulina need a specific time, energy and space. With the new technology, now we can take the opportunity to produce and selling The Spirulina supplement.

Our group chooses the Spirulina supplement because it is fresh product that never been thought before which come from extraction of algae ( bacteria ). There are many benefits;

- i. Totally, good for health although for young or old .
- ii. Yet, Spirulina supplement do not have competitors.
- iii. It is a fresh idea and can make consumer want to try.

Firstly, we need to rename our business. We have agreed that our business will name as GENERASI VETO (G-VETO) SDN. BHD. Spirulina taken because the creator of the general name of this algae extraction is Spirulina as a main product.

To start our business, we need:

- a) Cash – our cash comes from bank loan, (SME Bank). We also have our own equity in cash term; each from us gives about RM30, 000 to start our business.
- b) Farming area - Tanah is for our main place for farming area. Our land must be a strategic place to ensure our product can well market.