

SALINAN FOTO TIDAK DIBENARKAN



**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ETR300)**

**"LE GARDINIE ENTERPRISE"**

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Thank You.

Yours faithfully,

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(AZREEN ZANARIAH ABDUL RAHMAN)

(GENERAL MANAGER OF LE GARDINIE ENTREPRISE)

## 1.0 INTRODUCTION

One of the famous pineapple hybrid is the "Maspine" type. Its juicy flesh, sweet and sour taste and its golden yellowish color makes it very suitable to make pineapple jam. Like the usual jelly and marmalade, pineapple jam also processed from the fresh fruit. The last step of the pineapple jam is different from others.

In order to achieve Vision 2020, the government has taken several steps for local entrepreneurs to involve themselves in many endeavors such as crop production. We have answered the call of the government by preparing the Business Plan.

After a tarrant observation and critical discussion among our partner members, we have come up with new, fresh and we thought brilliant idea to open up a business that link with crop production which we called " Le Gardinie- Maspine Pineapple Jam".

Pineapple (An an as comosus) is a tropical crops that belief originally from East South of the America. It has been introduced in Tanah Melayu in 16<sup>th</sup> century by the Portugese. Nowadays, Malaysia become one of the main producer in the world beside Thailand, Philipines, Indonesia, Hawaii, Ivory Coast, Kenya, Brazil, Taiwan, Australia, India and South Africa. Pineapple has high level of Vitamin C that is needed by the human in helping to heal any cuts and wounds and also in absorption of minerals into blood vessel.

The contain of Vitamin B in pineapple, especially B1 (Thiamin) functioning in helping the body in digestion process while Vitamin B3 (Niacin) with carbohydrate can control the digestion system to make sure it is always in a good condition. In addition, sodium in pineapple can control the water balance in human body.