

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

HARUS TEGUH ENTERPRISE

PREPARED BY :

MOHD RACHMAT BIN BANDAR	(2005406301)
JAMILA BINTI OSMAN	(2005694451)
HUSNIE BINTI BAKRI	(2005406406)
SITI HAZIDAH BINTI DURAMAN	(2005406438)

9 OCTOBER 2007

ACKNOWLEDGEMENT

TABLES OF CONTENTS

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 persons and parties and directly or indirectly involved in preparing this business plan.

However there are several people that we would like to thank personally for their massive contribution to our group. They are Mr .Sabki Hj.Suhaili as tutor, Madam Bernardette Henry as lecturer and Miss Jacqueline Koh as MEDEC coordinator.

Not only that, we also want to thank En. Anthonius Ajun The Vice Director of Jabatan Pertanian Sabah, the owner of land that we were buy from Haji Rajid Matusin and Mr. Juil the Operation Manager of for their willingness to give us the details all about our business operation planning. Without their help it would be difficult for us to complete this business plan proposal.

Once again we would like to thanks all who has involve in the making of this project. We are truly grateful to all of you.

Thank You.

2.2.1	Type of Building and Infrastructure	15
2.2.2	Proposed acquired land at Beaufort	16
2.2.3	Administration Layout Plan	16
2.2.4	Organization Chart	17
2.3	Administrative Personnel	18
2.4	Task Description	19
2.5	Schedule of Remuneration	20
2.6	Workload Intensive Schedule	20
2.7	Plan of Office	22
2.8	Office Equipment	23
2.9	Administration Budget	24
3.0	MARKETING PLAN	
3.1	Profile of Products	25-26
3.2	Products Description and Target Market	27
3.3	Sales Forecast	29

TABLE OF CONTENTS

BIL.	TOPIC	PAGE
1.0	INTRODUCTION :	1
	1.1 Logo	3
	1.2 Definition of Logo	4
	1.3 Business purposes	5
	1.4 Business background	6
	1.5 Background of partners	7
	1.6 Partnerships terms agreements	11
2.0	ADMINISTRATION PLAN :	
	2.1 Business Address	14
	2.2 Business Location	14
	2.2.1 Type of Building and Infrastructure	
	2.2.2 Proposed acquired land at Beaufort.	15
	2.2.3 Administration Layout Plan	16
	2.2.4 Organization Chart	17
	2.3 Administration Personnel	18
	2.4 Task Description	18
	2.5 Schedule of Remuneration	20
	2.6 Workers Intensive Scheme	20
	2.7 Plan of Office	22
	2.8 Office Equipment	23
	2.9 Administration Budget	24
3.0	MARKETING PLAN :	
	3.1 Profile of Products	25-26
	3.2 Products Description and Target Market	27
	3.3 Sales Forecast	28

3.3.1 Year 1 Sales (Banana)	28
3.3.2 Year 2 Sales (Banana)	29
3.3.3 Year 3 Sales (Banana)	30
3.3.4 Year 1 Sales (Maize)	31
3.4 Total Sales Expected From Both Product	32
3.5 Marketing Size	33
3.6 Competitor	
3.6.1 Competitors Strengths and weakness	34
3.6.2 Harus Teguh Enterprise Strength	35
3.6.3 Market Share :	
3.6.3.1 Market share (production for 1 Year) before Harus Teguh Enterprise enters the market (Banana)	36-37
3.6.3.2 Market share (production for 1 Year) after Harus Teguh Enterprise (Banana) enters the market.	38-39
3.6.3.3 Market share before Harus Teguh Enterprise entering the market (Maize).	40-41
3.6.3.4 Market Share Harus Teguh Enterprise after enter the Market (maize)	42-43
3.7 Marketing strategies	
3.7.1 Short-Term Marketing Strategy	44-46

1.0 INTRODUCTION

In the modern of the world, many people forget about the foods their eat. They only think about money and then do not care about the less of foods in our country. Our country was importing the foods from other country like rice and some daily food. So, why not we start to plant some important crop now and then preparing the Business Plan for it.

Important of banana

Banana is one of the oldest fruits of the world. It available almost throughout the year, the banana is a nutritious, palatable, easily digestible fruit, which is rich in carbohydrates, and minerals.

Not only that, it is one of the staple foods and a good prospect as a source of income. Banana has been successfully introduced throughout Asia and Pacific and is now an important crop. It grows easily in almost any soil, and event extremely dry condition. Often regarded as a subsistence crop, banana is not always available in big city market.

Banana is a product with a high demand either as flavor production or any product such as chips and other confectionary products. It is produced on season basic which means it is a stable source of income. Beside fresh banana we will sell, we can also send into a confectionary factory to produce snacks and chips.