

UNIVERSITI TEKNOLOGI MARA

ENTREPRENEURSHIP (ETR 300)

BORNEO BEE FARM

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1.1 INTRODUCTION

This business plan focuses on the production of Honey Bee. In our company, we put customer satisfaction first, by good customer service. The Honey Bee will be selling to various type of customer such as:

Individual

Mini market ("tamu")

Hotel

Restaurant

Tourist

Our product that we sell is mainly for food. We hope that we will be able to catch up with the market share especially in Penampang, Putatan and the nearest district, generally, before expanding our business around Sabah and Malaysia. During this period, Honey Bee is in highly demand as the state is constantly developing, Sabah state also still import a honey bee from other state to fulfill the demands in the state and still cannot export its own honey bee to other countries. Actually the local honey bee can compete with the imported honey bee because our local honey bee is a Tropicana honey, which is more original and fresh. Europe honey bee, for example "Temperate Honey" or seasonal only can be produce according to the certain seasons.

For that reason, we hope that with the formation of this business entity, the honey bee production will flourish with the existence of our business.