



UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

ENTREPRENURIAL STUDIES
ETR 300

NIVA MARKETING
BUSINESS PLAN

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Last but not least, we want to express our thank you to all who gave a minute of their priceless time, answering our nonfusing, give us the information that we need. No words can describe how thankful we were to your co-operation.

Lastly, for a million time, we want to thank you to all who support us (either directly or not) in the process completing/preparing for this business plan. May God Bless you.

Thank you!

Group members

SECTION 1: ACKNOWLEDGEMENT

First of all, we feel so grateful to Allah S.W.T because of Him, we can able to finish our business plan of "NIVA Marketing". Without His Bless we knew this will never be this complete.

We also want to take this opportunity to express our thankful to our lecturer who are give us support, guidelines and advises to us along the process completing this business plan. We feel so glad that he still gave us pieces of his busy time; to sit together and discussing on how to make a good business plan as we got right now.

Not to be forget. We also want to thank our entire classmate DPA 04, for the commitment and the co-operation that they gave to us whenever we needed. We were very pleased to say that even though they also very busy preparing for their business plan, yet they still helping us by giving us support and some good tips for our business plan proposal.

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SECTION 1: INTRODUCTION

NIVA Marketing is a company owned by Bumiputera share partners in Papar residential. This company is a share partners company owned by Ahmad Razi, Vivi Haslinda, Ikasukmayati and Noraini.

This company plans a mushroom planting project that is one of the productions of foods business and plantation and it is the 'Tiram Kelabu' mushroom. This kind of mushroom is a vegetable plantation that is highly demand in the market because of its high nutrition compare to the other vegetables. The price and the size of market are very good and this encouraged us to choose this business.

The budget of this business is not much as the budget needed by other plantation project. This is because ,this project only need a small plantation area and the mushroom plantation can be done at housing area, rubber and palm oil plantation field.

This kind of mushroom is delicious and the nutrition is high. The potential of this projects is positively will be success in future. The income gained from this project is worth because the operational cost is low. This can be proved by the entrepreneurs from Perak, Selangor and Negeri Sembilan that gain about RM7000.00 per month although they're only own a small size of plantation field.

1.2 TRAM KELASU MUSHROOM

1.1 Background of Proposal Project

Botanical Name: *Pleurotus sajor-caju*

Location of project: This project is located at Bukit Melinsung area near to village area and cows and horses field owned by ex-meyer of Kota Kinabalu, Brig. Jen. Datuk Abdul Ghani Rashid.

The 7.5 acre of the project location owned by share partners of this company – Ahmad Razi, Vivi Haslinda, Ikasukmayati And Noraini.

- located 3.Km from Papar town,7 Km from Kinarut Town and 12 KM from Kota Kinabalu
 - this project area near to the road and electric supply
 - this project area is a rural plantation area that previously are rubber plantation and paddy field area
 - there are only 120 population around this project area
- ⊕ According it has high nutrition and very delicious (protein, vitamins, minerals...)
 - ⊕ Can be kept for about 1 week under 17 Celsius temperature
 - ⊕ Can be kept in salt water or dry