



UiTM

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Faculty of Applied Science
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ETR300

Fundamentals of Entrepreneurship

**Dragon Fruit Delight
(Dragon Fruit plantation)**

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- Abdul Majid bin Heroid
- Licaberth binti Ismail
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All of us have sacrificed our time, our energy, our own money and everything to ensure that this Business Plan is complete on time with the best appearance. Hopefully, this business plan will be success for us.

During the procurement of the information to be used in our business plan we encountered obstacles. However, there were lots of people who guided our group. They have been generously helpful in making our business plan proposal a reality. The following are the parties that had giving us a great deal of assistance for us to finally complete our business plan:

- MEDEC Coordinator of UiTM Sabah Campus, Madam Jacquilene
- Tutor for ETR 300 Miss Yvonne
- Mr. Chin Tek Hin from Papar Dragon Fruit Plantation

EXECUTIVE SUMMARY

Dragon Fruit Delight is born from the creative thinking of all members in our group. People may question, why we choose to plant Dragon fruit. The answer is simple; we found that Dragon Fruit has a bright future. Consider that it is in the introductory phase, we dare to take the risk of planting it because from our study and research of this fruit, we found that it is a healthy consumption that can be processed to produce healthy foods and drinks. Nowadays, Dragon Fruit tonic drinks have already introduced to the market.

Therefore, our Dragon Fruit Delight farm will focus on producing fresh and high quality dragon fruit. We have to assume that our products are sellable and would able to compete with other dragon fruits.

Our location of the business will be at

Tamparuli, Sabah.

The date of business commencement is on 1 January 2010. The factors in selecting the proposed business are because we are interested in agriculture. Besides, there is an increased demand for dragon fruit based product in Kota Kinabalu. However the number of Dragon Fruit Plantation is limited and only operated by minority farmers. For the future prospect of this business, we intend to become best Dragon Fruit based product manufacturer within 10 years times. In addition, we also have a 5 years planning for our plantation. Then, we also planned to become one of the large suppliers for the Dragon Fruit and manufacturer of Dragon Fruit based product in Malaysia.