



UNIVERSITI TEKNOLOGI MARA

MODERN FARMER ENTERPRISE

“ ONE HAND SEED PLANTER ”

BACHELOR OF SCIENCE (HONS) TECHNOLOGY AND
PLANTATION MANAGEMENT

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THE EXECUTIVE SUMMARY

Modern Farmers Enterprise is an existing company dedicated to the production of agricultural machinery. Our company has been form as the partnership company's among the member's shareholders and it located at Alor Gajah,Melaka. Modern Farmer Enterprise is working hard to become a leading producer of agricultural machinery for the supplies industry as well as in plantation. By leveraging a well thought out business plan executed by a skilled management team, Modern Farmers Enterprise will generate RM 655,222 in year three sales.

Modern Farmers Enterprise has identified two keys that will instrumental in their success. The first is the implementation of strict financial controls. By having a proper control, production efficiency will be maximized. The second key is the recognition and implementation of philosophy that ensure the customers satisfaction to require the profitable business.

Modern Farmer Enterprise is the company that concentrate on the machinery. Product that we produce is "one-hand seedler" that can help the farmers to handle their farm easily and save their timing.

PURPOSE OF ORGANIZATION

- To successful entrepreneur to get a higher profit and produce a high quality of product.
- To ensure the product from Modern Farmers are environmental friendly.
- To assess the business venture and learn how to manage the business for every department such as administration, marketing, operational and financial.
- We prepared the business plan as a guideline in managing a new business
- This business plan very important to the banker, corporate company and others financial institute to check and find either the business is eligible to get loan or not.
- The business industry prepared by Modern Farmers is obtain loan from AgroBank for **RM 118,918**
- To allow us as an entrepreneur in order to view and evaluate the purposed business in viability and growth potential.
- To be more familiar and ready with any problems that may occur especially when about starting the business and how to overcome it so that the Modern Farmers company will run smoothly.
- The business plan with detail and complete, the employer will make the employee more confident with the management and company's structure to make the employee will not foggy to jump to other business.
- Important asset to the business for supplier. Without them, it is hard for the business to run smoothly.