



UNIVERSITI TEKNOLOGI MARA

TUAI JAYA ENTERPRISE

ADJUSTABLE CASSAVA HARVESTER

BACHELOR OF SCIENCE (HONS) TECHNOLOGY AND
PLANTATION MANAGEMENT

2017

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1. EXECUTIVE SUMMARY

Tuai Jaya Enterprise is a partnership business intended to be a manufacturer of adjustable cassava harvester. It is to be located at no, 1117 Blok 6 Felda Lok Heng Timur, 81900 Kota Tinggi, Johor Darul Takzim. This place is chosen because the hire purchase of this area is cheaper compare to others and this area also far from the city where suitable for our manufacturing business. Since it is located at Johor Bharu which the largers cassava producer, therefore is the most strategic areas for producing and marketing the products.

The main product that we produce is adjustable cassava harvester that consist of adjustable stick compartment. Our company choose to manufacture adjustable cassava harvester because we want to ease the harvester task instead of using other manual tools. Therefore, we want to produce specific harvester just for cassava. Since cassava is consider high demand raw material for several product such as flour, fresh consumption and even in cosmetic industry. Moreover, many farmers has seen cassava as potential crops to be imported and many large plantations may emerge to produce cassava in mass production. The adjustable cassava harvester were focusing on two region which is Centre and South region of Peninsular Malaysia.

A review of our competitor shows that we will be competing against two others well-known company. These business focus on same target market, usage and well planned marketing approaches. With our high quality, unique product and affordable price, we have the edge in attracting farmer with help of promotion and testimony.

In planning for our launch, we put together a financial plan based on sales forecast for the first years of operation including our start-up expenses estimated at RM226 921. We will acquire a loan in the amount of RM 10 806 of the start-up cost. The owner will contribute the remaining RM 216 115 to meet the start-up requirement.

In our future, we plan to market our product all over Malaysia. We also plan to improve and diversify our harvester product to ease the harvesting tasks in fields. Furthermore, we may also collaborate with the well-known companies or associations in order to promote the products to the higher level.

We want to operate our business according to mission which is to increase our productivity and use our resources effectively in order to maximize our profit and to work together in problem solving, dare to take risk and creatively thinking, in order to achieve our vision which is to be number one business that produces affordable invention of harvesting tools for the farmers and also we intend to bring them into 21st century through innovation.