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**DIPLOMA IN PUBLIC ADMINISTRATION**

**ETR 300**  
**BUSINESS PLAN**

**GROW ENTERPRISE**

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## **EXECUTIVE SUMMARY.**

This Business Plan is being prepared as a means of a guideline for the running of our business in the near future. Our business, namely Grow Enterprise, is going to venture into mushroom farming business which is under agricultural sector. The types of mushroom that we are going to plant are; Shiitake mushroom, Monkey Head Mushroom and Grey Oyster Mushroom.

This business will be established by means of partnership and we consist of five partners. Each of us will be responsible for different field. For capital contribution, under partnership agreement, each of us will contribute our own capital to the business and the business ratio for profit and losses is equally divided.

The vision of our business is to be the largest mushroom supplier in Sabah whilst among our mission are; to be competitive in producing a high quality mushroom as well as to meet the increasing demand of mushroom in the food industry. In line with that, the objective of our business is to achieve the stated vision and mission.

Under this Business Plan, we will cover the Administrative Plan, Marketing Plan, Operational Plan as well as Financial Plan. All these will help to ensure the effectiveness of our Business Plan. Plus, it will guide us along the running of our business so that we are able to perform well.

As a conclusion, this business focus more on our farming technique and what makes our business is different from the other mushroom company. As a new comer to this business, we ought to be competitive and productive.



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## 1.0 INTRODUCTION

To start off, by definition, agriculture is the production of food and goods through farming. It encompasses a wide variety of specialties and techniques, including ways to expand the lands suitable for planting, by digging water-channels and other forms of irrigation. Plus, major, agricultural or farming products can be broadly grouped into foods, fibers, fuels, and raw materials.

In Malaysia, agriculture sector remains as an important sector of Malaysia's economy, contributing 12 percent to the national GDP and providing employment for 16% of the population. There are three main crops in which have dominated our agricultural sector which are the rubber, palm oil and cocoa. In addition to these products, Malaysian farmers have been producing a number of fruits and vegetables for the domestic market and thus, exploring the international market with the variability that many countries found to be very marketable.

As the saying goes, this is the main reason why our country is focusing on the agriculture sector and there have been many activities done by the government to promote the advantages of agriculture sector to our people and make it as their major business core. Not only that, the development of agricultural techniques has steadily increased agricultural productivity and that is why, our company, namely the Grow Enterprise has chosen to venture into agriculture sector and makes it as our major business core.

