



**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING**

**DEPARTMENT OF ESTATE MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA PERAK**

**INDIVIDUAL ASSIGNMENT FOLDER**

**Course Code:** ENT300

**Course Name:** Fundamental of Entrepreneurship

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<b>ASSIGNMENT TITLE</b>	
BUSINESS PLAN	
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<b>DUE DATE ASSIGNMENT:</b> 10 <sup>th</sup> JULY 2020	<b>SUBMISSION DATE:</b> 10 <sup>th</sup> JULY 2020

**DECLARATION:** I declare that

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## EXECUTIVE SUMMARY

My company name is Naxa Agrotech . I use this name of company because it is the founder which Muhamad Nurazan bin Mohd Jayadi. I am select this business because I can expect that the number of modern farmer user is increase and encourage Malaysian to keep farming and gardening. This business is founded by myself and I hope that, my business can attract more customers and can open another branch on the future.

There are four main product that provided by my company. Firstly is NFT60UVR, Second is HY Growpot, Third is HY Growpot LinkTech and lastly HY Cute Triple XY. For target market, our target is modern farmer. This is because various services provided by our company such as we provideing an agent to help our customer to install the product. In competitve, Our company is less compatitive with other company because our surrounding area did not have any hydroponic kit premises. From that, my company is the first Naxa Agrotech company.

The profitability for my company is based on demand from our customer. The highest profit in my business in RM 45,000 per month. All of my business progress will not success without my management team. The profit is lowest at the starting of the business because lack of experience and higher cost for the opening.

Team management is the ability of an individual or an organization to administer and coordinate a group of individuals to perform a task. Team management involves teamwork, communication, objective setting and performance appraisals. In Naxa Agrotech, every person should be contribute their full effort to increase Naxa Agrotech ability to provide product and give services to every person. There are 5 managers including me as general manager and other agent to run my hydroponic kit business. In addition, all worker are participate in giving services to the customer.

## **1.0 BUSINESS DESCRIPTIONS**

- a) Name of the company-
  - Naxa Agrotech
- b) Factors in selecting the proposed business
  - Have an experience and knowledge in gardening
  - Fulfill the futuristic product for the farmer where it more easy and safe.

### **1.1 Company Background**

- a) Name of the Organization
  - Naxa Agrotech
- b) Business Address
  - USJ 6/1, 47610, Subang Jaya, Selangor
- c) Website/e-mail address
  - Website : naxaagrotech.com
  - Email address : naxaagrotech@gmail.com
- d) Telephone Number
  - 03-35945826
- e) Form of Business (eg: sole proprietorship, partnership)
  - Sole proprietorship
- f) Main Activities
  - Hydroponic kit proprietorship
- g) Date of Commencement
  - 1st January 2020
- h) Date of Registration
  - 31 December 2019
- i) Name of Bank
  - Maybank Berhad
- j) Bank Account Number
  - 162367048801

## 2.0 OWNER DESCRIPTIONS



<b>Name of Owner/Partners</b>	<b>MUHAMAD NURAZAN BIN MOHD JAYADI</b>
<b>Identity Card Numbers</b>	<b>001026020777</b>
<b>Permanent Address</b>	<b>E-3-2 KUARTERS INSTITUSI PENDIDIKAN SEAFIELD,USJ 6/1,47610,SUBANG JAYA SELANGOR</b>
<b>Correspondence Address</b>	<b>E-3-2 KUARTERS INSTITUSI PENDIDIKAN SEAFIELD,USJ 6/1,47610,SUBANG JAYA SELANGOR</b>
<b>E- Mail</b>	<b>azanuitm26@gmail.com</b>
<b>Telephone Number/Fax Number</b>	<b>018-3515017</b>
<b>Date of Birth</b>	<b>26/10/2000</b>
<b>Marital Status</b>	<b>SINGLE</b>
<b>Academic Qualification</b>	<b>DIPLOMA</b>
<b>Course Attended</b>	<b>ESTATE MANAGEMENT</b>
<b>Skills</b>	<b>HAVE A SKILL TO SETUP THE HYDROPONIC POT  CAN MANAGE THE MARKETING FOR THE BUSINESS</b>
<b>Experiences</b>	<b>WORK AS A HYDROPONIC KIT AGENT</b>
<b>Present Occupation</b>	<b>STUDENT</b>
<b>Previous Business Experience</b>	<b>HYDROPONIC KIT AGENT</b>