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**FACULTY OF ADMINISTRATION SCIENCE AND POLICY STUDIES**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**



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# Introduction

## **Executive summary**

**Agrotech**, is a re-seller company that focus more onto sell an organic fertilizer. This a new company that created base on partnership agreement that consist of 5 member where all of them work for the company as the top manager, Where one of them work as the general manager since he had contribute more than the other as what had been agree by all the partnership member.

Our company would focus more onto Ranau district since the people at that are more onto plant a vegetable corps where this is a perfect opportunity for our vegetable fertilizer to be buy and use.

Our company also is are seller company, where we buy the product from supplier then re-sell it back to the local people such as Ranau and other plantation area that want to use our fertilizer.

Other than the 5 partnership member. Agrotech also employ 5 workers that would be under the responsibility of the operational manager to run the daily business other than the upper management responsibility.

Lastly, The company also would directly entertain every customer that come to the business primes with a proper guide on how to take or give the customer brief discussion on how we run our business and the flow on how we conduct our sell to the customer. Based on what had been provided by the company it-self.

## **Purpose**

Our business purpose for this project are to sell organic fertilizer to people who are in the business of plant a vegetable such in Ranau or any are that want to use organic fertilizer for their crops. Where to gain a maximum profit per year as the company can.



## Company background

**AGROTECH** is Re-seller Company that had focus mainly on selling fertilizer product. This company had been establish on 10 JUNE 2016 where our company is located at Kota kinabalu industrial park (KKIP) Where it is a well know place for business man to get their supply for their business.

Our company is a partnership company, where by all the partnership members are working in the company itself. Where the partnership contribute from each member consist of RM 10,000 and RM 25,000 from the general manager is self.

We also had make loan from a bank in the early stage of opening the company RM 1,000,000. Where that money been use purposely to add the contribution from the partnership member to buy all the necessary thing that would be used in the company such as machinery, first supply of fertilizer office equipment.

Agrotech, also a company that buy and sell an organic fertilizer, where we had empathize that our company should go green since our target market would be the people that more on to vegetable or on to a plantation sector, Where we believe that good and healthy fertilizer lead to healthy vegetable grow that our customer would sell to their consumer that lead to another healthy society.

Our company is open six day per week where our worker would have 1 day per week of rest day. Furthermore, we would give 20 days of live that our workers compulsory need to take or in the time of emergency.

## PRODUCT DESCRIPTION

Since our company is a re-seller business type. We have decided that to buy our fertilizer from a local supplier. Where this can reduce the cost of buying the fertilizer, In which by reducing the cost of buying the fertilizer our company hope that we can obtain the maximum profit as possible.

We will get our supply of fertilizer from a company that well known on supply a plantation material in a big scale that is the **AGRO GREEN** located near Kota Kinabalu city.

Currently this company are searching for agent to sell their product, Where this is also can be a great opportunity for our company to get a fertilizer supplier from them since their also needed a small company such ours to help them sell their product.

Our company can buy their two main product of fertilizer that is Baja Subur Organik(VERMICOMPOST) and AGRO MICROBE. Then re-package them into smaller package them then sale it back to our target market.

## **BUSINESS PURPOSE**

The purpose of this business is to preparing the best products and services for the customers. It is also to fulfil customer needs and wants by satisfying them through our products. Other than that, we also want to decrease the rate of unemployment in Malaysia by providing work opportunities for society. As we sell the products at the lowest price and we give discount during any festival, everyone can buy our product. Last but not least, we also will give the best taste for our customers so that they will believe in our company.

## **BUSINESS OBJECTIVES**

The main our objectives are:

- To make sure our Product give more benefit to costumers.
- To provide a good Services.
- Try to modernize and supply the useful product to costumers.
- Make sure all department of organization do the right task for organization.