



اَوْنِفُوسِيَّتِي تِيكِنُولُوجِي مَارَا  
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**FACULTY OF MECHANICAL ENGINEERING**  
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**FUNDAMENTALS OF ENTREPRENUERSHIP**  
**ENT 300**



**NATURE TECH ENTERPRISE**  
**(GERMINATE GROWING BOOSTER)**

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## TABLE OF CONTENTS

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY

- 1 INTRODUCTION
  - 1.1 Name of Business
  - 1.2 Nature of Business
  - 1.3 Industry Profile
  - 1.4 Location of the Business
  - 1.5 Date of Business Commencement
  - 1.6 Factors in Selecting the Proposed Business
  - 1.7 Future Prospects of the Business
  
- 2 PURPOSE
  - 2.1 To evaluate the project viability and growth potential
  - 2.2 To act as a guideline for the management of the proposed business
  - 2.3 To allocate business resources effective
  
- 3 BUSINESS BACKGROUND
  - 3.1 Vision and Mission
  - 3.2 Organization chart
  - 3.3 Logo and moto
  
- 4 BACKGROUND OF PARTNERSHIPS
- 5 LOCATION OF BUSINESS
- 6 MARKETING PLAN
- 7 OPERATIONAL PLAN
- 8 ADMINSTRATION PLAN
- 9 FINANCIAL PLAN

APPENDICES

PARTNERSHIP AGREEMENT

## **Executive Summary**

Nature Tech Enterprise is a partnership business ventured by 4 partners that sell Germinate growing booster. Nature Tech Enterprise incorporated on 30 September 2017 and our aim are to educate people to love with nature and make people like to cultivate. Our business park is at 10, Jalan Perjiranan 2, Bandar Dato Onn, 81100 Johor Bahru, Johor. We serve and provide a machine that can increase the growth of plant that can provide enough nutrition to the plant. Other than that, our company also will sell this machine to the farmer to help them in agriculture. Hence, Nature Tech Enterprise will slowly gain market in the agricultural field. Apart from that, we are believe that we will successfully compete with our competitors in a few years ahead. This is because our company supplies products that can help farmers to develop their agriculture.

We have a long term target of expanding our business to become a successful and well known intermediary in selling germinate growing booster. We are determine to make a strong impact in this agriculture industry and hope to gain the trusts of customers gradually so that we will be able to dominate the market and established our business product to be as strong as possible.

# INTRODUCTION

## 1.1 Name of Business

Our business name is Nature Tech Enterprise. We choose this name because our project is about one technology that was made to help and produce the growth of seed and also to increase the growth rate of the seed so the nature will full of green and we can keep our world nature rich of green plant. We choose this product because nowadays we know that our nature facing a big problem to protect our nature maintain green it's because several people that not responsible that cut down the tree so this is a time four us to keep our nature alive again.

## 1.2 Nature of Business

Nature Tech Enterprise is a business for helping our nature to maintain green and to increase the growth rate of the tree. This technology innovation also for helping the farmer to plant the tree without damaging the environment and nature.

## 1.3 Industry Profile

Our product is about an innovation that can lead our nature to maintain green and to prevent the plant species from extinct. This, also for increase the growth rate of the seed this innovation was made for plant to take a shorter time to growth so the more plant can be produce in a shorter time.

## 1.4 Location of the Business

Our location of business is located at 10, Jalan Perjiranan 2, Bandar Dato Onn, 81100 Johor Bahru, Johor we choose this location because the township strategically located along the Tebrau Corridor, would be well connected to Iskandar Puteri, Senai International Airport, North–South Expressway (NSE) and Johor Port.