



**BUSINESS PLAN OF PEST CONTROL SERVICES
FOR
ERA LEGACY SDN BHD**

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**MASTER OF APPLIED ENTREPRENEURSHIP
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CANDIDATE'S DECLARATION



I declare that the work in this business plan was carried out in accordance with the regulations of Universiti Teknologi MARA (UiTM). It is original and the result of my own work, unless otherwise indicated or acknowledge as referred work. This topic has not been submitted to any other academic institution or not academic for any degree of qualification. In the event that my business plan is found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my Master's Degree and agree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA (UiTM).

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ABSTRACT

The pest control services are common required in commercial are that related to food related industries, hospitals and properties maintenance. Commonly the pests are the rodents, birds, insects and other organisms that share the habitat with humans and that feed on and spoil possessions. Control of these pests is attempted through exclusion, repulsion, physical removal or chemical means. Chemical pest control is still the predominant type of pest control today, although a renewed interest in traditional and biological pest control developed towards the end of the 20th century and continues to this day. The study is developed to identify the potential of pest control services as a business for related industries and resident satisfaction in a large urban community. The findings of the research reveal that the attic, the basement and the roof area are common place for pest habitat breed. Pests control businesses exist to provide services in removing or eliminating potentially harmful insects, rodents, food insects at commercial, residential and food stores. Unwanted pests that infest buildings and surrounding areas can pose serious risks to the health and safety of occupants. The main operation on the business are pest control workers control, manage, and remove these creatures from homes, apartments, offices, and other structures to protect people and to maintain the structural integrity of buildings. From this research would enable the proposed business plan has to design and carry out integrated pest control management plans, pest control workers must know the identity and biology of a wide range of pests. They must also know the best ways to control and remove the pests. In the contact of Sarawak, the involvement in pest control services is still very low and the market entrance is widely available. Hence, the demand for pest control services increases from year to year due to people's awareness about the effect of pests and also due to increasing industries development. From running the business in Kuching and Sibul, Era Legacy Sdn Bhd is also going to expand their business in Bintulu, Miri and Sabah if there is an additional fund for the company in order to achieve their objectives.

Keywords: pest control, chemical pest control, pest control management plans.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

Pests are the most unwanted creatures that breed and develop in the human friendly environment. They can bring destructions in many ways. They can contaminate the food materials which are left in open sources. They are the carrier of many dangerous diseases which can be sometimes life-taking as well.

Pest control services business is a business that is involved in removing potentially harmful insects, rodent and reptiles from farms, commercial and residential properties. Nowadays, Malaysian are aware of eradicating things that lead to illness or damages to their properties and food businesses. Basically, the pest control services provide wide scope to kill or control the mosquitoes, rodents, termites, bed bugs, cockroaches, ants, flies, and spiders. But when it comes to the food industries, the pests that strike on rice, corn and flour are more danger which are rice weevil, flour beetles, and more.

Some pest control services companies include building maintenance services, selling of chemicals and pest control accessories, lawn care services, and even pest control consultancy and advisory services within the same premises if they have enough space. It is much easier for pest control services companies to increase their revenues by diversifying as against increasing the scope of their market.

Control of these pests are attempted through exclusion, repulsion, physical removal or chemical means. Alternatively, various methods of biological control are used and one of them is sterilisation programs. Pest control services business responds to the increase in household spending and the volume of unwanted pests in an area or city. The trend of the market can be predicted without stress. The trend in the pest control services industry is that most pest control services companies in the bid to survive the recent global economic meltdown included additional services to their core service offerings.