



**BUSINESS PLAN ON  
MD2 PINEAPPLE PRODUCTION**

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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

Pineapple is one of the most demanding fruits across the country with high demand with insufficient supply. Apart from having a good demand on the market, Pineapple plants also belong to plant groups that can withstand drought and can live well in the weather and soil conditions of the country. The yield for pineapple is within 14 months to 17 months and must be replanting to ensure the quality or fruit guarantee. Problem in MD2 pineapple production are limited and very high cost of planting material, limited available land area and high start-up capital. This study was conducted to identify the factors that contributed to the successful and profitable of commercial pineapples production. Data obtained by conducting survey among farmer. One major issue in implemented commercial MD2 pineapple farming is lack of farmer knowledge in marketing especially when come in export market. MD2 pineapple demand in domestic market still not sufficient and at the same time market demands for MD2 pineapple are very huge in China and Middle East countries. In other to overcome the issue, government agencies has introduced various schemes and policy in helping to develop the agricultural industry as one of the contributors to the national economy. Indeed, modern farming is the best agriculture practices to enhance the pineapple productivity. Modern farming are include MYGAP (Malaysian Good Agriculture Practices), High density planting, Staggered planting and hormone induce technique, To boost up the production of MD2 pineapple, government has encouraged private sector to be an anchor in implementing MD2 pineapple farming commercially. In my finding, modern farming methods are very important to carry out a commercial pineapple plantation primarily for foreign markets.

Keywords: MD2 pineapple agriculture, Commercial farming, Export Market.

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

The future of MD2 pineapple is very potential due to high demand in domestic and international market. However, some of the challenges that need to be addressed include high commercial estate development capital, tight export quality control and lack of quality crop materials. Modern planting technologies such as high density cultivation can help improve yield to meet growing demand for pineapple market.

MD2 pineapple is an increasingly popular pineapple variety grown for domestic and export markets in Malaysia. Currently, MD2 pineapple is one of the major focus areas in agriculture in Malaysia. This is due to the high demand of MD2 pineapple from outside countries especially China and the Middle East (Mohammad, 2017). Although Malaysia ranks 21<sup>st</sup> in terms of area and production, it has advantages in terms of fertile soil suitability, weather fit year-round and closer proximity than the large importing countries like China. In addition, China and Malaysia have signed the protocol export of fresh pineapple on May 13, 2017 which involves the estimated 100 per month requirement. However, the production of MD2 pineapple still low will cause Malaysia to fail to meet this requirement. Among the steps taken to address this issue is to develop several commercial MD2 pineapple estates especially in Sarawak. The involvement of entrepreneurs in agriculture is crucial in helping to increase MD2 pineapple production. The potential of MD2 pineapple cultivation gives me the opportunity to implement MD2 Pineapple Production Project as well as to realize the motto of 'Agriculture is a Business'.

### **1.2 THE STUDY BACKGROUND**

MD2 pineapple production business responds to the increase in customer trend in consumption of pineapple. MD2 pineapple was brought into Malaysia around 2008 by the Malaysian Pineapple Industry Board (MPIB) in collaboration with Kulim Berhad Company. In 2010, MD2 pineapple cultivation was spearheaded by major companies such as Lee Pineapple Pte Ltd, Aqina Pineapple Sdn Bhd, Kulim (M) Sdn Bhd and other individual entrepreneurs. Development of MD2 pineapple is an important agenda