



UNIVERSITI TEKNOLOGI MARA SARAWAK

AGROVISION

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3. EXECUTIVE SUMMARY

Our company name is Agro Vision Enterprise. We use partnership form for our business where there is consisting of five partners. Each partner share and contributes same amount of capital as agreed in our agreement. The business will be place at Kota Samarahan and it will commence beginning 8th January 2009.

All partners are participating in the business management. We all agreed that our company is lead by Siti Zunaidah binti Long as General Manager, Syaza Athirah binti Amir Sharifud-din as Administrative Manager, Normaisarah binti Abd Rashid as Marketing Manager, Saidatul Amira binti Adnan as Operational Manager and Siti Norazirah binti Sukol @ Sukor as Financial Manager.

The management is lead by the General Manager. The General Manager is responsible in controlling, leading, organizing and planning the entire business. The Marketing Manager is responsible to preparing the marketing plan which is includes identifying the target market, determining the market size, identifying the competitors, determining the market share, developing sales forecast and marketing strategies. The Operational Manager is to control and monitor the operation of our business. Supervisor and 5 workers will be under the supervision of the Operational Manager. This is where quality control and productivity will take place. All jobs relating to office matter is control by Administrative Manager. Finally is Financial Manager where it will handle financial matters such as preparing budgets and financial statements for the expenses of each department.

To achieve our objective, we had determined our target market. Our main target market is company in Kota Samarahan. This is good opportunities



4. PURPOSE OF BUSINESS PLAN

As a new entrepreneur in the business field, a person needs to prepare a business plan to show the ability in making a profitable business. Business plan is one of important tools in which assist the new entrepreneur to assess the business venture in details and precise before turn to the actual business. Actually by preparing the business plan it shows either new entrepreneur may survive or not in the business field.

The business plan has its own objective that can help a newcomer and new entrepreneur in managing their business effectively. Other reasons for the importance of business plan are:

- To provide us a resource that can be used as reference and as a guideline for operating our business activities. With this we can analyze and evaluate our business potential. We can see whether the business has a wide range of business opportunities and whether this particular business has the potential to expand in the near future. We also can arrange strategies and estimate our future problems and business activities for the first few years, to see if we can compete in the business environment.
- To provide a reference to the external parties such as lenders, suppliers and inventors. This business plan is to show to our suppliers and lenders that we have the opportunity to expand our business in the future.

5.1 INTRODUCTION

Nowadays we can see many people like to involve themselves in entrepreneur field. In Islam, we know that business is one of the 7 flagships of income. Therefore, most of them develop new business as long as the business can fulfill the demands and wants of people. Moreover, we as newcomer in the business field attempt to create the existed business that are not run commercially in which less competitor and profitable. The business we are going to run is supplying the fresh and high quality pineapples.

The reasons why we are so eager to run this kind of business are because all of our partners are very interested in pineapple plantation. We also see the bright future of this plantation in nowadays agro culture.

From our research, pineapples that were produced in Sarawak are not yet meet the demand of the customer. Because of that, it cannot be export outside of Sarawak. On the other hand, IADA Samarahan and Ministry of Agro Culture encouraged people to commercial the pineapple plantation to meet the needs and demands from inside and outside of the country. Moreover, the existed pineapple plantations in this area are not commercial and still cannot fulfill the needs of people in Kota Samarahan.

Regarding to the needs and demand of our customers, we can see a success future in our business are waiting for us. As stated in our mission and objectives, we will fulfill the needs and demands of our customer supply the good quality of pineapple. Not forgotten, we also want to expand our business widely, so we can do export to fulfill the wants and needs of people outside of Sarawak.

Prior to that particular, all of partners agreed to choose 'AGRO VISION ENTERPRISE' as our name and identity of our company because a name of the business itself is also another medium of attract customer. Our name also already