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KAMPUS KOTA SAMARAHAN

TRI-R CORPORATION


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DIPLOMA IN CIVIL ENGINEERING

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EXECUTIVE SUMMARY

After doing all the extensive research on the business opportunity available in Kota Samarahan area, our group decided to establish and specify our business by producing a compost fertilizer. Our group has come up with the business plan with our company's name TRI-R CORPORATION by partnership.

In the establishment of this business plan, all aspects including the four major of business establishment such as marketing, operating, administration and finance are seriously taken into consideration.

The marketing and operation plan are two plans that will do lots of study and research about our business. Both plans have to be carefully handled in order to obtain maximum profit. It is very important as these factors will determine the percentage of profit and the allocation of market share in selling our product which eventually affects both operation and marketing plan.

The administration part will tell us the administration budget including the chart of the company, remuneration table, job description, and so on. But most of all, our goals and strategies which tell us more about the company will be told in this part of the study.

The finance is all about the company capital, trading profit and their balance sheet as well the company's cash flow. Besides that, it shows the company profit and loss account.

In a nutshell, we sincerely hope that these guideline has proved that our business will be a success and soon thereafter pointed out our mistakes which we can do a corrective approach. We are full of enthusiasm of making this business plan a success and that our Business Plan to be accepted.

INTRODUCTION

A business plan is a written document that serves as a blueprint and guidance for a project that one's intends to undertake. Business plan is prepared to predict viability and explain all the business strategy such as the operating plan and marketing strategy. In order to run a business, a productive, innovative and proactive management are needed to ensure that the organization can work efficiently and effectively. All partnership members should play their roles and participate in order to create a good and effective environment as whole. They must have a good teamwork to accomplish different tasks in each of their field of expertise that can actually boost the enthusiasm and morale of working in organization. With this, everyone must positively contribute and participates to accomplish the visions and objectives of the business. In a nutshell, two heads are better than one.

NAME OF THE COMPANY

The name of our company is TRI-R Corporation. We had chosen this name with its significance in our business concept on producing organic compost, with a triple letter of R, which means Reuse, Reduce and Recycle. Not intended to relate the name with the 3R concept of reuse, reduce and recycle but we are emphasizing the 3R concept in the making of compost. We recycle these materials through decomposition process until they are fully decomposed and used as fertilizer. By doing so, we help to reduce the amount wastage dumping.

NATURE OF BUSINESS

Our nature of business is producing a product that is compost fertilizer. In the technical sense, composting results in the natural decomposition of organic wastes under controlled conditions. Our company had choose to produce an organic compost by using all sorts of natural wastes without using any new resources. We will manufacture and supply a compost fertilizer.

INDUSTRY PROFILE

Our company ventured in compost fertilizer industry. The main reason of the establishment of TRI-R CORPORATION is because of the awareness of our team in the golden opportunity to rises awareness of maintaining the environment surrounding us. Besides, to take this opportunity to makes profits and success in producing our product and make it well known. We have come to decision to produce organic compost which is an environmental friendly product as it cycle the soil naturally and does not produce harmful gases to the surroundings. The main ingredient of our compost fertilizer includes the brown material and green material. We are using vegetable, fruits and egg shells as food wastage as the green material while, the brown material such as, soil, falling leaves, coffee grounds and tea bags, and landscape trimming. We chose wastage rather than using a new resources to make a compost fertilizer.

Although food waste is organic and will generally decompose when mixed with other materials and put into landfill, the food waste may contribute to the production and release of harmful gases which potentially cause environmental damage. In Malaysia, this kind of production can still be called new and done by most of the people in a small range. That is why our team is inspired to make it big and commercialize it. At the same time, this will avoid and reduce the uses of our resources. By composting, we are also be able to reduce the bulk of discarded waste such as food waste, recycle the waste and reuse the compost combination of waste which in the end will go back into the earth. An organic compost is an ecologically sound way to recycle the natural wastes, improve the soil, cut down on waste disposal costs and save considerable space of our bulging landfills.

Thus, it cannot be denied that the chances to be successful in this business are quiet high and at the same time helping others to involve with our business in a win-win situation. We believe in cooperation, sincerity, punctuality, efficiency and effectiveness, creative and innovative, responsible, trustworthy, tolerance, and respecting each other. Keeping these positive attitudes towards the work and business, it will lead our team to glory and overcome our competitors in the challenging business world today.