



MARA UNIVERSITY OF TECHNOLOGY

ARAU CAMPUS

ETR 300

LUSTY GARDEN ENTERPRISE



1.3 LUSTY GARDEN ENTERPRISE

COMPANY'S NAME

Our company had registered with the name Lusty Garden Enterprise. It is a partnership company, which consists of 5 members of partnership.

LOCATION

Our company will be situated at F318, KG. PADANG TEMUSU, 08000 SUNGAI PETANI, KEDAH. It is about 10 minutes drive from the town SUNGAI PETANI.

SERVICE

Our company will service rent the plants indoor the building, supplier the plant and direct selling from our nursery.

MARKET

Our target market is around the SUNGAI PETANI. Our customers are belonging from government, private sector and individual.

COMPETITORS

We will face 4 competitors that service the same services that is, Indah Flora Sdn. Bhd., Azman nursery, Taman Jadian Semaian.

CAPITAL

This company that consist 5 members that contribute capital, idea and energy. Besides, we will give our own capital RM10, 000

Per partner and also make a bank loan that is RM48, 765.



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