



UNIVERSITI TEKNOLOGI MARA SARAWAK

GREAT DRAGON FRUIT FARM

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DIPLOMA IN CIVIL ENGINEERING (EC110)

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1.1 EXECUTIVE SUMMARY

We named our company as Great Dragon Fruit Farm Enterprise. Great Dragon Fruit Farm Enterprise is a partnership company consist of 4 members. Each partner contributes certain amount of capital as agreed in our agreement in order to start our business.

Besides that as all the member had agreed, Lineker Baladis Anak Kalang will leads our company as General Manager and he also will be responsible to manage administration section while Deddy Effendy Wen is our Marketing Manager, Patricia Anak Periman is our Operation Manager and Ruzli Bin Madera is our Financial Manager.

In addition, our main business activities are cultivating and supplying Dragon fruits to wholesaler, retailer and consumer at Kuching and Bau area. In our farm we will plant the red flesh Dragon fruit because it has higher selling price and more popular compare to white flesh Dragon fruit.

Moreover we choose to supply Dragon fruits because this business still quite new in Malaysia and does not have many competitors. However Dragon fruits started to gain popularity among Malaysian due to its attractive appearance, sweet taste and its health benefits. These traits attract many people to buy and eat Dragon fruits.

Last but not least we choose to cultivate and supply Dragon fruits because this type of business has lower project cost compare to others agriculture cultivating and supplying businesses. So this is a good business for a new entrepreneurs.

1.2 SUBMISSION LETTER

Great Dragon Fruit Farm,
Class ECD6C1,
Diploma in Civil Engineering,
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Universiti Teknologi MARA Cawangan Sarawak,
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4th October

2010.

Miss,

SUBMISSION OF BUSSINESS PROPOSAL

1.4 INTRODUCTION

a) Name of the company:

Our company will be known as Great Dragon Fruit Farm Enterprise. We named our company as Great Dragon Fruit Farm Enterprise because we aim to become a great company. Besides that we promise to provide Dragon fruits with great quality. In addition, we will try our best to work as a team to provide all the members of the company a great place to work. Last but not least we named our company as Great Dragon Fruit Farm Enterprise because we believe that with great effort we will have great opportunity to succeed.

b) Nature of business:

Our company is a partnership company. The reasons we choose this type of business are because:

- Less risk and since business risk can be reduced and distributed among partners
- Easy to set up with few formalities, and has more flexibility to adapt to changes in the environment
- The responsibility of managing and handling the business can be divided among the members
- Easier to get financial assistance from financial institution
- A lot of ideas, talent and skill can be pooled together for better management