



UNIVERSITI TEKNOLOGI MARA SARAWAK

PINEAPPLE FARM

PREPARED BY:

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DIPLOMA IN ELECTRICAL ENGINEERING (ELECTRONIC) (EE111)

20 APRIL 2009

LETTER OF TRANSMITTAL

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24th APRIL 2009

Sir,

HANDOUT OF BUSINESS PLAN

As stated above, I Najid Najmuddin as a General Manager of Pineapple Farm and also the representative for my fellow team member would like to submit our business plan to you for your reviewing.

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1. INTRODUCTION
2. COMPANY BACKGROUND
3. ADMINISTRATIVE PLAN
4. MARKETING PLAN
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EXECUTIVE SUMMARY

Our company name is Pineapple Farm. We use partnership form for our business where there is consisting of four partners. Each partner share and contributes same amount of capital as agreed in our agreement. The business will be place at Samarahan and it will commence beginning 2nd May 2009.

All partners are participate in the business management. We all agreed that our company is lead by Najid Najmudin Bin Abdul Rahim as a General Manager and also Administration Manager, while Muhammad Ariff Bin Mhd Taha as Marketing Manager, Mohd Farhan Bin Mohd Salim as Operation Manager and Abdul Qudus Bin Ahmad 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 Operation Manager is to controlled and monitored the operation of our business. Supervisor and 5 workers will be under the supervision of the Operation Manager. This is where quality control and productivity will take place. All jobs relating to office matter is control by Administration 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 Samarahan. This is good opportunities corresponding to our objectives to earn the greatest possible profit by increasing and adding our quality of products and offer a reasonable price to or customer.

The estimated project cost in order to open this business is RM 300,000. Quarter of the capital source would be from the authorized members of the business itself and the rest is from finance corporation. We would expect the profit that will be made would cover-up the capital from the authorized members of the business.

Every single detail concerning the management and planning of establish this company will be discuss further in this proposal. We hope that this business plan will convince you that this business plan will accomplish success.

VISION, MISSION AND OBJECTIVES

Vision

- Becoming the largest supplier company in planting industry and provide the high grade quality pineapple

Mission

- To fulfill customer needs and produce the quality of pineapple
- To produce the multiple product
- To become the largest supplier in Malaysia

Objectives

- To achieve a high quality product
- To improve Malaysian market
- To increase the loyalty of customer

