

GLOBAL INTEGRATION SDN. BHD.

***INTEGRATION OF PLANTATION AND REARING
BUSINESS***

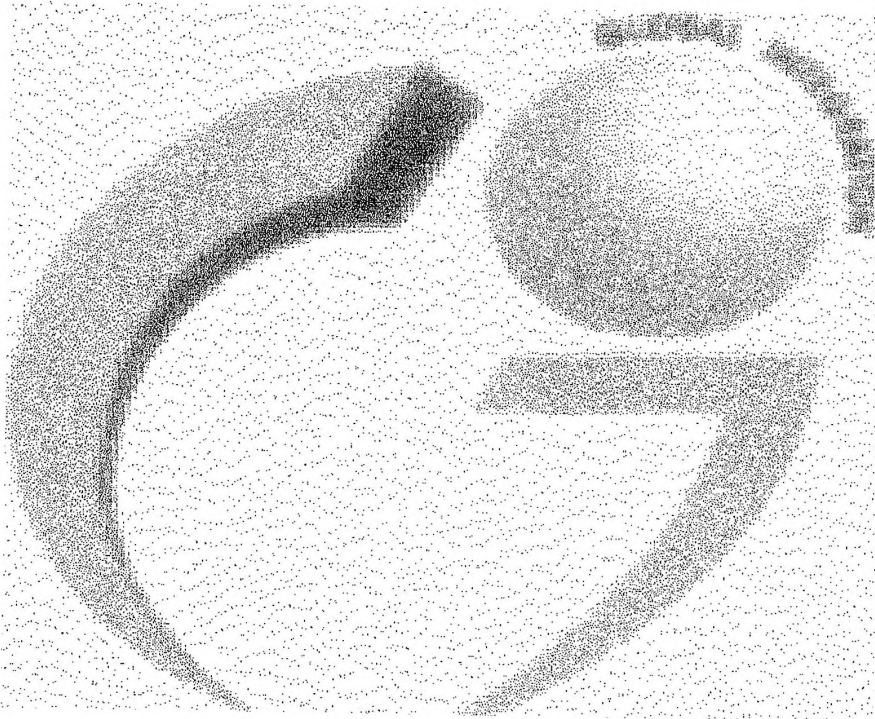


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EXECUTIVE SUMMARY LETTER

A comprehensive business plan helps us to analyze and evaluates the ability of our proposed project. This business plan is a guideline for us for running the business efficiently and effectively. To running the business of Global Integration Sdn Bhd four aspect of area must be given a serious attention. Beginning with administration plan, operational plan, marketing plan and finally financial plan.

First is administration plan, it consists of a managerial aspect such as organized and managed our daily business operation. It essential in order to achieve mission and objective of our business. In administration plan, it shows the ability to divide the task according to specified manager function based on qualification and skills.

Operational plan is the most important part in business operation activities such as ordering, stocking in order to meet our expectation and satisfaction. In general, operation plan provide the systematic flow process, effective working schedule to meet the company requirement and also to meet the customer satisfaction.

Marketing plan is a pulse of the company in order to achieve higher profit and **maintain** the image of the company in the market. In marketing plan, it can direct us on how to determine our own market target, product concept and forecasted sales. Marketing strategies is needed for producing the best product and the best services to our customers.

Finally yet importantly is the financial plan. The information plan. The information of the financial flow is important to determine whether the company

making profit or not. It is also essential for the management when to make decision-making based on financial report for expending the business in the future ahead.

Our hopes in our business are to be success and bring reasonable profit for us that will be divided equally among us according to the partnership agreement. Normally, we also put the earlier years as a trial year where is the hard time for us. Yet we will cover the expenses needed and fill exist in the industry. We belief that our performance one give evidence to the challenge performance of Malay entrepreneur in business that are totally minor, according to that we belief we will he given the best among the best.

PURPOSE

Business plan is very important to entrepreneurs or who want to involve in business. From the business Plan, we can know the strength and weakness of our company. Therefore, we prepared our Business Plan for:-

- (1) First, it is to fulfill our ETR 300 subject that required us to prepare this business plan.
- (2) Its' identities and to get financial sources by the outside investment.
- (3) The impression is important, because a well-organized plan is the main element for an investors, in order, to access the business-financing proposal and the management of the business.
- (4) By committing the business plan, the business, in overall, is able to manage the business activities as guideline\guidance in order to achieve the improvement. The business will be able also to focusing on the causes deviation of planning be for condition became critical and have a time to take ahead and avoid problems be for they arise or exist.
- (5) It is to ensure the business is gain profitable continuously, this mean the profit will assistance the capital circle or rotation in order to develop the business effectively and efficiency.
- (6) It is been also assists to identify the market area, customers price strategies and the competitive condition under the business field had involved.
- (7) Besides to gain the profitable, its also aims to provide or produce a satisfaction and better qualities.