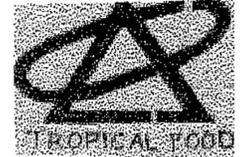


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EXECUTIVE SUMMARY

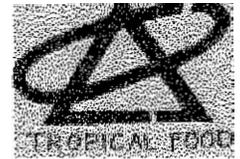
Tropical Industrial Food is specialized on manufacturing product based on coconut water called Nata de Coco. We run a partnership business that is contributed by Norlimariani Hanif s General Manager, Hajar Fadin Baharudin as Administration Manager, Shahzilawati Zakaria s Marketing Manager, Zubaidah Jainudin as Operation Manager and Sarinah Mohd Shukor as Financial Manager.

Every partners contribute RM 40,000 as a capital to run the business and the balanced is financed by Mayban Finance Bhd. All partners have a good academic qualification and working experience. We have 15 workers include one driver and clerk to help us in running our business.

Our factory located at LOT 51/3, JLN WOO SAIK HUNG, 36000, TELUK INTAN, PERAK DAULRIDZUAN. We choose this place for several factors. First of all, that place is strategic because near in our supplier. It is easier to our supplier provided our raw material when needed. Beside that, there are sufficient infrastructures provided in the area such as transportation, railway station and basic infrastructure and facilities.

For Administration plan, we had decided to rent building for the business. The building included office and operation place to produce the product. Administration plans also aim to manage the company wisely and try to get more information regarding our business. Besides, monitors and coordinate all business activities include the human resources activities.

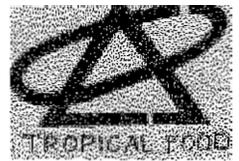
In the marketing plan, we decided to do something that interesting for our marketing strategy. We made advertising through radio to promote our product. Beside that we circulate pamphlet that state our product and other information about our



product. We also made promotion through internet using website and also promotion during festival seasons like Hari Raya, Chinese New Year and so on.

For the operational plan, we are trying to maximize our production within available resources and minimize the cost of production. Although we try to minimize our cost, the quality of the product is still being concern.

Our financial plan is to show the inflow and outflow of our business performance for the whole year and in the future. Beside that prepared the sources of fund to finance the project also prepared projected balance sheet statement. Besides, perform relevant financial analysis based on the projected financial statement.



INDUSTRIAL OVERVIEW

Tropical Food industry are specialized on manufacturing Nata De Coco. We choose to produce nata because we can see the advantage from the coconut water that always be a discard after people cleave coconut whether at village or at the market.

Beside that, there are less local industry involving in produce this type of food. We always see brandname namely Shamu, Melati but all this are imported from another countries like Thailand and Indonesia. Hopefully with the establishment of our company can reduce total import of Nata De Coco from neighbor countries. In the other hands, nata is good for healthy and suitable for any level of age. From younger to older because it has a high fiber So we have a customers at large. Everybody can eat nata.

From that perspective, we decided to choose this type of industry. We also persistently to evaluate future demands needs of our customers in Malaysia.



INTRODUCTION

Administration integrates resources and task of job to achieve organization goals. It is a necessity to an organization to have administration plan in order to organize the human resource, duty of job and also to fulfill the organization.

Important of Administration Plan

1. *To increase productivity.*

Systematic human resource organized will drive to high level of productivity. In Tropical Food, the administration is responsible on plan and work done by each department.

2. *Social Department.*

To create equilibrium in public, intelligent human resource management needed, so that administration focuses on effective employment.

3. *Better quality of job.*

As a guideline for manager to achieve excellent quality of job by using systematic administration approach.