



اَوْنِيُوْرُتْسِيْتِي تَنْكُوْنُوْ كِي مَبَارَا
UNIVERSITI
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MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

**SWEETATOES PLANTATION
AGRICULTURE SECTOR (UBI KELEDEK)**

PREPARED BY :

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Alhamdulillah, we are most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirement that needs to be accomplished in the course work assessment for the code ENT300.

Special thanks to our parents in supporting us to complete this business plan. This business plan has been prepared with the cooperation and support from many people. Besides, not to be forgotten to our lecturers especially Miss Siti Nordiyana binti Isahak for her kindness in helping us during the process of completing this project work. She has given us a good service by providing useful information to us. Without her, we would not be able to complete this business plan.

There are a lot of challenges that we have to face such as finding suppliers and materials for our project. Through these problems we manage to become more organize and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation and financial plan and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly or indirectly to this business plan, we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan.

SWEET POTATORES
PLANTATION

1. EXECUTIVE SUMMARY

After doing some researches on the business opportunity in Batu Pahat, we have decided to specify our business in selling our product. Our partnership business will be known as Sweetatoes Plantation. Sweetatoes Plantation basically a business that producing sweet potatoes with 3 types of sweet potatoes which is white sweet potato, purple sweet potato and orange sweet potato. We also provide delivery services in any area in Batu Pahat. The business is to fulfil the demand of sweet potatoes in Batu Pahat because the supplier in that area is less than the demand. Therefore, we seize this opportunity to venture into agriculture industry.

In this report, we have been stated the company's background such as business address, telephone number, date of commencement and registration etc. We also have vision and mission that our company dream to achieve in future. Organizational chart is to provide the information of each member's position. Logo are necessary for all company as it is a representative of our company's brand. While the motto is needed to give motivation for us to keep run the company without giving up.

Other than that, we prepare the shareholders' background that are consists of General Manager, Marketing Manager, Operational Manager, Administrative Manager and Financial Manager. Moreover, we provide the physical location of the project which is the map of our business's location, the building that includes the type, structure, size and rental cost of the building and also basic amenities such as water, electricity and communication lines.

The business is based on partnership that made of 3 members. Each member has their responsibilities in managing the company. Siti Najihah binti Baharudin as a General Manager and Marketing Manager. For General Manager, she is responsible to know everything about the company from the marketing, operational, administrative and financial of the company. Siti Najihah binti Baharudin also act as Marketing Manager of the company. She is responsible to promote our business by using Facebook, banner, and business card. Her roles are to attract the potential buyers to buy at our company and to gain loyal customers for our business.

Marketing Manager must determine the target market which is the potential buyers who will buy our products. She also must calculate the market size to estimate the potential buyers who will buy our product, price determination is to determine the price that our business will use when sells the sweet potatoes, sales forecast is to estimate the future sales of our company and marketing budget to know the cash outflow for marketing expenses.

Besides, he also determines the competitors and analyse the competitor's share and sales before and after we enter the market. Other than that, she also knows how to plan the market strategy carefully to attract the customers.

Sharifah Izzatul Farhanah binti Syed Putera as an Operational Manager. For operational manager, she is responsible to calculate every single detail in producing the sweet potatoes. Operational Manager need to determine the capacity needed by our business to meet changing demands for our products. She need to identify the raw material, machines and equipment that are needed by our company and also the suppliers for everything that we buy for our company.

She also calculated the overhead requirement expenses such as water, deposit water, machine maintenance, transportation and the contract worker. Besides, total operation cost is needed to calculate to know the cost that are used by the company to produce the sweet potatoes while the cost per unit are to measure the company's cost to produce one unit of the sweet potatoes. Business and operation hours are determined by the Operational Manager. Operational Manager are responsible to list any license, permit and regulation that are needed to grant before operating the business. Lastly, operational budget is needed to see the outflow of the cash in operational department.

Nurul Najwa binti Mohd Zin Rafee as Administrative Manager and Financial Manager. For Administrative Manager, her role is to identify the supplier of office supply and the office supply, itself and also calculate the cost of it. Administrative Manager are responsible to calculate the remuneration of the worker in the company and list all the responsibilities that each member is assigned to. She also must to prepare administrative budget to see the amount of expenses that are used in administrative department. While Financial Manager are responsible to prepare proforma cashflow statement, proforma income statement, proforma balance sheet. She also need to analyse the liquidity ratios, efficiency ratios, profitability ratios and solvency ratios.