

UNIVERSITI TEKNOLOGI MARA
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FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

CITRONELLA SDN BHD

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Business plan for Citronella Sdn Bhd / Norbety bt
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EXECUTIVE SUMMARY

This business set up as agriculture business to cultivate citronella and extract oil from citronella leaf. It was prepared for various reasons include assessing the business venture objectively, critically and practically and also as guidelines for day to day business operation.

Name of our business is Citronella Sdn Bhd that provides oil extract from citronella leaf. Our business focuses to agriculture business because we cultivate citronella. Many products can produce base on citronella oil for example cosmetic and health product. After make a research, we know product base on citronella oil has high quality. The total capital we invest in this business is RM237, 720. We need the loan from BSN to cover our cost. We use this capital to rent building and the land to cultivate the citronella.

After make a forecast we will get the loss RM 113,427 for first year, we also will get loss RM 86,379 for second year and finally we get the profit RM 84,229 for third year. This project easy to handle and no need expensive equipment. From that we can gain more profit. We can get the profit after 8 month we cultivate the citronella and another one months we will send the Citronella leaf to Jerangau to produce the extraction oil of Citronella. We no need many worker to work with us, but during the cultivate process we need more part time worker to work with us.

To cultivate the citronella we need to alkaline the soil with GML, fertilizer the soil with NPK Green or organic fertilizer 4 times during the growth of citronella. After 8 month we will harvest the citronella leaf. Then, the leaf will send to factory at Jerangau, Terengganu.

After we have the extraction oil, we will sales this oil to the supplier that produce the finish product such as shampoo, soap and many more. This business has less competitor because this business market is still new.

CHAPTER 1

INTRODUCTION

Name of our business is Citronella Sdn Bhd. Why we choose this name because we think this name is very unique so easy for our customer remembers our company name. We take this name from 'serai wangi' scientific name is call citronella. This name is very interesting and we can use this name to market this product internationally. Our nature of business is agriculture because we cultivate citronella. Our industry profile is we extract citronella leaf to get citronella extracts oil. Our location of the business is at Kuala Abang, Terengganu. We cultivate citronella here and our main office situated at no 24 Kg. Baru Kuala Abang. The date of business commencement is at 5 January 2009.

As an entrepreneur they have their own characteristic in choosing what type of business they want to set up. So we also a few factor why we choose this business. The main factor why we choose this business is this business has bright future market. This business has bright future market because they have high demand especially in cosmetic and health product. After make a research we know, nowadays demand for cosmetic product base on citronella oil will increase from time to time. Many people like product base on citronella oil because this product is very natural and not give bad effect to customer. This business easy to handle and less capital needed and we can gain more profit. This business easy to handle because citronella easy to plant and no need more attention. Citronella can survive by their own because insect cannot harmful itself.

Our future prospects of this business are we want market this product internationally. But at this time we only focus to locally market. We need focus to locally market first, before we target this product internationally, when we be a leader for locally market it can be easy for us to attract investor from other country. Before we move to internationally market we will make sure this product will fulfill local demand. To fulfill local demand we need to produce new product base on citronella extract. Then we will open our own distribution centre to distribute our own product.

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