

UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

DRAGON FRUITS

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1.0 - SUBMISSION LETTER

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27 MARCH 2008

Dear Sir,

The Submission of Business Plan Report

According to the particular above, we are proudly to submit and present our Business Plan Report for the name of our company, "Rimbun Pita Haya Sdn. Bhd.". This report covers all items of our business such as a company background, total profit and the cost to run a project. We are surely satisfied with our project based on the guideline which given to us.



2 We would like to thank to all parties, which are pleasant to give us many information. Eventually, by having that information, we can complete the business plan report thoroughly. We hope that our business plan report is correspondent with the guideline given to us and hopefully you are satisfied with our report.

3 Here, fully thankful to Allah and we take the opportunity to express our appreciation for giving support to us motivation and guideline during the progressing of the business plan report.

4 For the last but not least, we hope you are satisfied with our report. We have tried our best that we can present to you an excellent of business plan report. We also ready to accept any supporting admission and positive comment from your side because to make sure our Business Plan betters in the future. Hence, that's all from us. May Allah Bless you. Thank you.

Yours Sincerely,

(SHAHEERA BT AZAHAR)

General Manager

(HAIRINA BINTI ZAINAL)

Administration Manager



3.0 - EXECUTIVE SUMMARY

Nowadays Malaysia is going to develop agricultural sector. So, government encourages all the Malaysians to involve in producing agricultural products. This is the reason why we choose to involve in Pitaya plantation. Our business will be operates in Nilai, Negeri Sembilan. By operating our business in this area, it will reduce the unemployment rate in this area. In addition, there are not many people interested to involve in this business. It is because this business must have long and short term planning and have enough budgets also confident to build up and manage it to be come true with the proper plan.

However it also came with the risk in term to build up the company so we must prepared with other alternative to make sure we well ready to establish it. In other word, we must have experience and knowledge before we open any business like to go for training from the MARDI, MARA, FAMA and MITI. These agencies can help us in term of to giving us more explanation and advice how to handle the company more efficient and effective with proper goal, objectives, vision and mission. Therefore, looking for this opportunity we guaranteed that our business could obtain supporter especially for Bumiputra itself and the local people.

Rimbun Pita Haya Sdn. Bhd. is the name of our company is established on the 1st January 2009. Our company is involved in cultivation industry. This company operation is based on the production and supplying the dragon fruits to the customers. This company is different between other because we are more toward modern and have new technology in produces and packaging the product of cultivation business. Our target market is locally and through out Malaysia. This business is founded by five persons who are the partners of Rimbun Pita Haya Sdn. Bhd. The partners of this company are comprised of people with high skill of management and have a little experience in cultivation industry.

All the partner of this company is involving with the management and administration of the business operation. All the five partners hold the position of General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. The capital of the business is RM 95 366.00, which are from our partner, and loan from Maybank at RM100 000.00 . Our company hires one administrative clerk,one sale supervisor, a supervisor for operation with seven general workers and one account clerk. These people are responsible to carry out the duty assigned to them by shift.



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