



اَوَّلُ سِيَرَةٍ سَيَكُونُ لَوْ كُنَّا نَعْلَمُ
**UNIVERSITI
TEKNOLOGI
MARA**



**FACULTY OF PLANTATION & AGROTECHNOLOGY
DIPLOMA IN PLANTING INDUSTRY MANAGEMENT**

AT1105A

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300



CMZ HABANERO ENTERPRISE

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PREPARED FOR :

MADAM NORAINI BINTI SA'AIT

DATE OF SUBMISSION :

10th December 2019

Executive Summary

The form of our business is partnership where it is consist three members. The three members are Ms. Cynthia Lahung Jau as a General Manager and Financial manager, Mr. Muhammad Mar Hafath Bin Omar as a Administration Manager and Operation Manager and Ms. Zila Uding Petrus as a Marketing Manager.

The name of our business is CMZ Habanero Enterprise where is located at Jalan Lebai Gemok Tahir, Kampung Boom, 963600 Oya. We consider this our location is strategic because it is near to the water supply. Other than that, our location is nearby to the Mukah town to sell our product. Location is the one of the most important factor for the business to reach the target market.

Our main business activity is selling Red Savina Habanero Chilli. We have set target customers where is supermarkets at Mukah Town. We choose this product because trading industry usually have chance to success and expand at the future.

After completing our business plan, we had gain more knowledge on how set up business and had clear picture on how business running. We hope that with the knowledge and experience that we have, we can start our business smoothly.

Thank you.

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Letter of Submission

Diploma in Planting Industry Management,

Semester 5,

Universiti Technology Mara (UiTM) , Mukah Campus

KM 37, Jalan Oya, 96400,

Mukah, Sarawak.

Madam Noraini binti Sa'ait,

Lecturer of Entrepreneurship (ENT300)

Universiti Technology Mara (UiTM) , Mukah Campus

KM 37, Jalan Oya,

96400, Mukah, Sarawak.

Dear Madam,

SUBMISSION OF BUSINESS PLAN PROPOSAL

Referring to the subject stated above, we would like to submit our business plan proposal for Entrepreneurship (ENT300) subject.

1. The business plan was completed according to the guidelines and requirements given in our syllabus. The business plan was prepared as a written document and guideline for a business proposal venture which include Background, Administration, Marketing, Operational and Financial aspects.
2. We hope that the business plan that we have prepared has fulfilled all of the requirements. Any mistakes in any aspects falls fully on us and we are looking forward for any comments on our project in order to improve it as well as our self. We would like to thank for all the guidance and time that you have spent to go through our business plan. With all our efforts we hope that you will consider and approve the business plan that we have prepared.

1.1 INTRODUCTION TO THE BUSINESS

i.	Name of business	CMZ Habanero Enterprise
ii.	Nature of business	Trading & Distribution
iii.	Industry Profile	Agriculture Business
iv.	Business Location	Jalan Lebai Gemok Tahir, Kampung Boom, 96300 Oya.
v.	Date of Commencement	02 January 2019

I. Factors in selecting proposed business

We choose this business because we are interested to involve in this agriculture commodity crop. As we all know, chilli is one of the product that are highly demanded by the local for their daily consumption in their dishes. As an additional, we also wanted to promote the awareness to preserve the nature by using fertigation planting system that is very eco-friendly to the environment.

II. Future prospects of the business

We are looking forward to expand our target market widely and open a new branch at every district of Sarawak. We want to make sure that our profit will increase for time to time. Other than that, we also wanted to promote our fertigation planting system to the local that will attract their attention.

1.2 PURPOSE OF BUSINESS PLAN

1. To convince any potential investor to invest into our business.
2. To provide the best services of supply red savina habanero chilli to the customer by giving the best quality.
3. To provide guideline for managing our business.