

FUNDAMENTALS OF ENTREPRENEURSHIP

ETR 300

FERTILIZER, HERBICIDE, AND PESTICIDE TRADING COMPANY



SHAHY AGROTECH ENTERPRISE

T 16, KAWASAN PERINDUSTRIAN MIEL,

TELUK KALONG, 24000, KEMAMAN

TERENGGANU

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EXECUTIVE SUMMARY

SHAHY AGROTECH ENTERPRISE IS OUR COMPANY THAT THE MAIN ACTIVITY IS PROVIDING AND SELLING FERTILIZER, CHEMICAL PESTICIDE, HARDWARE, AND ANYTHING RELATED TO PLANTATION. THE DEMAND ARE HIGH IN AREA THAT HAVE MANY PALM OIL PLANTATION ESTATE OR ANYTHING RELATED TO PLANTATION. AS A COMPANY THAT PROVIDE AND SELLING ITEMS RELATED TO PLANTATION, WE ARE ALWAYS CARING ABOUT OUR CUSTOMER.

OUR COMPANY CONSIST OF 5 PERSONS IN 5 POSITIONS ON THE TOP MANAGEMENT TO CARRY OUT OFFICE WORK. THE 5 POSITIONS ARE THE GENERAL MANAGER, MARKETING MANAGER, FINANCIAL MANAGER, ADMINISTRATIVE MANAGER, OPERATION MANAGER. OUR BUSINESS WILL BE OPERATING IN THE SOON WOULD BE OPEN BANDAR SATELIT MUADZAM SHAH. WE ALWAYS TAKE MATTERS IN OUR HAND, THERE IS ALWAYS A PLACE TO SHARE AND HELP EACH OTHER IN ANY CIRCUMSTANCES. WE ALSO ALWAYS GIVE THE BEST IN OUR LINE OF WORK.

IN ORDER TO SERVE THE CUSTOMERS' NEEDS, WE WILL TRY TO GIVE THE BEST SERVICE THAT CAN SATISFY OUR CUSTOMER. THERE ARE SEVERAL FACTORS THAT LEAD TO THE ESTABLISHMENT OF OUR COMPANY. THE FIRST FACTOR IS THAT THE OPPORTUNITY OF THIS BUSINESS TO EXPAND BECAUSE OF THE PALM OIL ESTATE AND PLANTATION AROUND MUADZAM SHAH.

THE SECOND FACTOR IS BECAUSE THE COMPETITION IN MUADZAM IS ALMOST NON EXISTANT. THERE'S NOT MANY SHOPS SELLING FERTILIZER AND PESTICIDE. THE PEOPLE AND PALM OIL ESTATE AROUND MUADZAM SHAH ARE FORCED TO TRAVEL QUITE FAR TO GET THE PRODUCTS THAT THEY NEED FOR THEIR CROP.

IN CONCLUSION, WE HOPE THAT OUR CLIENTS WILL BE SATISFY WITH OUR PRODUCTS AND SERVICES THAT WE PROVIDE FOR THEM. WE WILL ALSO ALWAYS ACCEPT ANY SUGGESTION AND COMMENTS FROM OUR CUSTOMER IN ORDER TO IMPROVE OUR SERVICES AND PRODUCTS.

INTRODUCTION



SHAHY AGROTECH ENTERPRISE

THIS BUSINESS IS STARTED WITH THE COOPERATION AND PARTNERSHIP OF MOHD HARIZ BIN BASHIR, AHMAD SYAFIQ BIN AHMAD SHUKRI, NOR AMIRAH BT ROSDI, YASMIN BT ABU BAKAR, AND HAFIZ FAIQ B HAMZAH. THE NAME OF OUR COMPANY IS SHAHY AGROTECH, WITH EACH LETTER REPRESENT EACH ONE OF OUR CALLING NAME. SHAHY AGROTECH IS A TRADING COMPANY THAT SELLS AND SUPPLIES, AND DELIVER FERTILIZER, PESTICIDE, AND HERBICIDE, WHICH IS NEEDED IN THE AGRICULTURE SECTOR, MAINLY IN PALM OIL SECTOR TO CUSTOMER. DEMAND IS CONSTANT, STABLE, AND HIGH DUE TO THE EVER INCREASING PALM OIL SECTOR. WE ARE A CUSTOMER ORIENTED COMPANY. WE WILL TRY OUR UTMOST BEST TO NEVER SAY NO TO A CUSTOMER.

OUR COMPANY CONSIST OF 5 POSITIONS ON THE GENERAL MANAGEMENT TO CARRY OUT OFFICE AND GENERAL WORKS. THE FIVE POSITIONS ARE GENERAL MANAGER, OPERATION MANAGER, MARKETING MANAGER, ADMINISTRATION MANAGER, AND FINANCIAL MANAGER. OUR BUSINESS WILL BE OPERATING AT T16, KAWASAN PERINDUSTRIAN MIEL, TELUK KALONG, 24000, KEMAMAN, TERENGGANU. COMMENCING OF PROPOSED BUSINESS IS ON THE 1ST MAY OF 2014.

IN SERVING THE CUSTOMER NEEDS, WE WILL DO OUR BEST IN ORDER TO SATISFY OUR CUSTOMER, IN TERM OF OUR PRICING, SERVICE, AND THE CHOICES OF PRODUCTS IN OUR INVENTORY. WE WILL PERSONALLY DELIVER OUR CUSTOMER ORDER TO THEIR DESIRED LOCATION, AS SOON AS POSSIBLE. SINCE WE START SMALL, WE CAN CONCENTRATE IN A SMALLER AREA WHICH IS KEMAMAN, THUS ENABLING US TO DELIVER OUR PRODUCT WITHIN 1-3 WORKING DAYS AT MOST. ONE OF THE FACTORS THAT LEAD TO THE ESTABLISHMENT OF OUR COMPANY IS BECAUSE OF THE OPPORTUNITY TO EXPAND SINCE DEMAND IS CONSTANT, STEADY, AND INCREASING.

IN CONCLUSION, WE HOPE THAT OUR CUSTOMER WILL BE SATISFY WITH OUR PRODUCTS AND SERVICE PROVIDED. IN KEEPING WITH OUR CUSTOMER ORIENTED COMPANY THEME, FEEDBACK AND SUGGESTION FROM THE CUSTOMERS ARE ALWAYS WELCOME TO FURTHER IMPROVE OUR SERVICES, ITEMS, AND COMPANY, TO AGAIN, BETTER SERVICE FOR OUR CUSTOMER.

PURPOSE OF PREPARING BUSINESS PLAN

- i) AS A GUIDELINE FOR THE ENTREPRENEUR TO IMPLEMENT PLAN AND PROGRAM FOR THE BUSINESS
- ii) TO ALLOW ENTREPRENEUR TO VIEW AND EVALUATE THE NATURE AND OBJECTIVE OF THE BUSINESS.
- iii) PREPARE THE BUSINESS OPERATION WHEN IT IS ESTABLISHED
- iv) TO ALLOCATE RESOURCE EFFECTIVELY
- v) PROVIDING THE OPPORTUNITY FOR BUDDING ENTREPRENEUR TO TAKE PART IN CARRYING OUT BUSINESS ACTIVITY

TABL

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Fertilizer, Herbicide and Pesticide Trading Company / Mohamad
Hafiz Faiq Hamzah...[et.al.].

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