



اَوَّلُ عِلْمٍ سَبَقَ تَعْلَمُ لَوْ كُنَّ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



*Mushroom for Everyone!*

HOUSE OF MUSHROOM SDN. BHD.

### BUSINESS PLAN

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## EXECUTIVE SUMMARY

Nothing is impossible. Determination and efforts will be the key in every door of our journey towards achieving the goal and objectives and the founding of our country.

Our business is registered as House of Mushroom Sdn. Bhd. We are specialized in collecting fresh mushrooms from the suppliers in Cameron Highlands, processing it and we sell it at our outlet which also situated within the same infrastructure as our own headquarters, as well distributing it into the market and stores if we have an encouraging demand from the customers.

We are currently located at Lot 91, Jalan Tambun, 31400 Ipoh, Perak, Malaysia. But we are optimistic that our product will be accepted by the customers and therefore enables us to spread our wings in establishing franchise networks across the Peninsula and East Malaysia.

Our equity contribution is a total RM 200,000 in which is contributed by our three shareholders as which each of the shareholders constitutes a sum of share for about 40% and 30% of the company's share, with a contribution of RM 80,000 and RM 60,000 per shareholder.

We are confident that our business has good market potential because we have marketing strategy for marketing plan with the addition of having a strategic place to established our company which are the centre route between Penang and Klang Valley that can attract peoples not only from Perak but also from the central and north region of densely-populated west coast of Malaysia.

Therefore, we believe with careful planning in every aspect of operation, financial as well as the administration of our company, we strongly believe that we can develop a good co-operation spirit as well as a proactive atmosphere from all of our shareholders as well as our workers in which in return will gives our company to expand and generate a good profit.


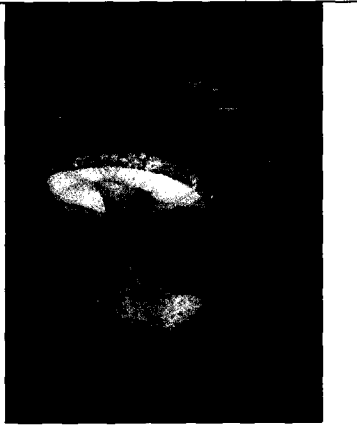


## INTRODUCTION

House of Mushrooms (HoM) is a company which collects and manufactures various types of mushroom-based food products in which we are responsible for the processing of the raw mushroom that we have obtained from our suppliers into various products that satisfy the needs of our customers in everyday market. Our process products will be mainly to be sold at our outlets in Ipoh, but if our products get higher demand from customers, we would consider selling our products into supermarkets across the peninsula as part of our distribution range.

We choose to venture in this sector because of the fact that the commercialization of mushrooms-based product is still a new industry in Malaysia. Therefore establishing a mushroom company seems to be a profitable business to venture since the competition risk is still low in this industry.

There are various types of edible mushroom that are compatible for marketing and products. Since various types of mushroom contain various nutrition and health benefits, we are creating a product based on the combination all the five types of mushroom that we have chosen as the core material in producing our products, which are namely Oyster mushroom (*Pleurotusostreatatus*), Shiitake mushrooms (*Lentinusedodes*), red mushroom (*GanodermaLucidum*), button mushroom (*Agaricusbisporus*) and Enokitake mushroom (*Flammulinavelutipes*).

## Products

No.	Types of Mushroom	Image
1	Oyster Mushroom ( <i>Pleurotusostreatus</i> )	
2	Shiitake Mushroom ( <i>Lentinusedodes</i> )	
3	Red Mushroom ( <i>GanodermaLucidum</i> )	
4	Button Mushroom ( <i>Agaricusbisporus</i> )	
5	Enokitake mushroom ( <i>Flammulina velutipes</i> )	