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FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

SURA VANILLA PARTNERSHIP

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MAY GOD BLESS US....AMIN

Sincerely,

Amir Ezzat

Nor Fahana

Nur Ain

Raja Saidah

Zeti Suliya



INTRODUCTION

Development of business nowadays, more competitive and advance, consequently as a first stage we try to established effective and flexible business that namely as SURA VANILLA Partnership. When people hear the name of our company, they will know automatically what type of product we offer. Everyone knows when we talk about vanilla. Vanilla is a 'prince of flavor'. As we know vanilla is using in food industry, cosmetic and tire and also the demand in world market is high. Based on this factor, Sura Vanilla Partnership attains to this business because of there are benefiting to us. This business has a good business prospect and become more challenging because vanilla is important today. So, Sura Vanilla Partnership needs to compete with other company in order to achieve our main objective, mission and vision.

Actually vanilla is the one of three thousand of vanilla that we can eat. It divide in 3 grades which is grade A, B and C. We put the price based on the grades of vanilla. The quality of vanilla can recognize by the vanillin content, the color and the size. Besides that, vanilla business needs a low cost but high in profit. It not same with the cultivation of palm trees and rubber trees that need large area to plant. In ½ acre of vanilla cultivation, we can name it as a commercial plant

The main reason we chose this as our main business is due to the ever growing worldwide demand for vanilla beans. Vanilla is suitable to grow in our climate because of the atmospheric factor and fertile land that is perfect for vanilla. We chose Johor Bahru as our company's location because our target market is hotels, hypermarkets and Singaporeans because of the high demand there. We emphasize on quality for the products that we are going to market. It is expected to undergo a growth of more than 6% per year between 2006 until 2010. Generally, the demand of this community increase by year. This is because in recent year vanilla is the today's choice for people who want a healthier lifestyle like release tension. Not only does it provide flavor and culinary versatility, it is naturally lean and nutritious, and an excellent source of food flavor

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