



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

GREEN HOUSE CORPORATION

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SEPTEMBER 2014

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INTRODUCTION

Our business Green House Company is a partnership company which is started in date 1st February 2014, stating worker 11 workers including us as the main leader. The main concept of this company is to provide place for rest and go to our customer.

Our business located at Kg Karambunai, Sepanggar. This location chosen because its near with facility such as main road and ATM, easy to get transportation, and near with our main competitor that is Nexus Resort. The recruitment process will be done by using advertisement and will be implemented 3 months before starting the business.

Our vision is to provide services and more competitive with another company which is to encourage people to love and protect our nature for our next generation.

Furthermore, our mission is considering of satisfaction and needs of our customer by provide place to release tensions and have vacation with their family, friends, and fells the state nature. To support Malaysia's government tourism industry which is the main lasting economic contribute for the state and the nation. To protect, preserve and conserve the beauty of the natural surroundings for a clean, healthy and safe living. To protect and preserve elements of arts and cultural heritage as well as tangible and intangible nature surroundings to be manifested so they will not disappear with time.

Besides that, our company objective is to promote awareness and love for nature to the country. To provides facilities for nature-based recreational activities. Lastly, to become a major Agro- Tourism centre in Sabah.

BUSINESS PLAN PURPOSE

This business plan was prepared according to several purposes, which is to help the entrepreneurship to realize our dream to establish the business organization which developed and competitive.

One of the purposed of the business plan is as guidance to the entrepreneur in managing the business that they want to do and to understand more about the proposed business in order to determine the potential of the business in the future prospective.

The contents of the business plan are strongly covered many aspects so that we can run our business and business strategies appropriately. On the other hand, we can always remember and struggles to achieve our business mission and vision.

In addition, business plan helps us to analyse and evaluate our business performance either advance forward or does not reach the standard level. Then, we also look for brilliants ideas on how to develop and enhance our business. We use this business plan as guidance to predict the sale, cash flow and financial statement.

To conclude, this business plan enables us to be successful entrepreneurship to access our business through, critically and practically.