

UNIVERSITI TEKNOLOGI MARA
SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP
ENT300

BUSINESS PLAN

CAPSIUM LAND TRADING

PREPARED BY :

NOR AFIFAH BT YUSOF	2007141157
NAQUIAH NATASHA BTE NADZMIE	2007141169
IZZAH BINTI RAYNIE	2007141167
DK NURAZERA BTE PG. ABDULLAH	2007141143

JULY - NOVEMBER 2010

**TABLE OF CONTENT**

No.	TITLE	PAGE
01.	Letter of submission	
	Acknowledgement	
	Introduction	
	Purpose	
02.	Company background:	
	i. Background of Business	
	ii. Background of Partners	
	iii. Contribution by partners	
	iv. Partnership term agreement	
03.	Location of Project	
04.	Administration Plan	
	i. Introduction	24
	ii. Administration structure	25
	iii. Company Mission, Vision and Objectives	26- 27
	iv. Company Name and Logo	28-29
	v. Company Organization Chart	30
	vi. Administration personnel	31
	vii. Schedule Task and Responsibilities	32-33
	viii. Job Description	34- 36
	ix. Schedule of Remuneration	37
	x. Employees intensive Scheme	38-39
	xi. Administration Office Layout	40
	xii. List Furniture and Office Equipment	41
	xiii. Administration Budget	42-43
05	Marketing Plan	
	i. Introduction and objective	45-46
	ii. Marketing Structure	47
	iii. Product	48
	iv. Target Market	49-50
	v. Market Share	51-52
	vi. Competitor in the Market	53-54
	vii. Sales Forecast	55-57
	viii. Marketing strategy and product strategy	58
	ix. Pricing strategy	59
	x. Distribution Strategy	60
	xi. Promotion Strategy	61-64
	xii. Place Strategy	65
	xiii. Marketing Budget	66



CAPSICUM LAND TRADING

06.	Operation Plan	
	i. Introduction	68
	ii. Objective	69
	iii. Operation Structure	70
	iv. Operation hour and Business Hour	71-72
	v. Planning Process	73
	vi. Explanation on the Floor chart activities	74-75
	vii. Implementation Schedule	76-78
	viii. Operation Layout	79
	ix. Material and Requirement	80-81
	x. Manpower Planning	82
	xi. Forecasting sales purchase	83-91
	xii. Operation Budget	92
07.	Financial Plan	
	I. Introduction and Objective	94
	II. Financial Structure	95
	III. Financial Responsibilities	96
	IV. Purpose of Financial Planning	96
	V. Financial Responsibilities	97
	VI. Purpose of Financial Planning	97
	VII. Importance of Financial Plan	97
	VIII. Financial Plan Strategy	98
	IX. Financial Analysis	98
	X. Business Background	99
	XI. Financial Input	100-102
	XII. Projected sales and Purchase	103
	XIII. Source of Finance	104
	XIV. Projected Implementation cost and Source of Finance	105
	XV. Budgeting	106-109
	XVI. Depreciation Method and Economic Life	110-114
	XVII. Loan and hire-purchase amortization schedule	115 116
	XVIII. Pro-forma Income Statement	117
	XIX. Pro-forma Balance Sheet	118-128
	XX. Financial Ratio Analysis	
08.	Appendixes	



INTRODUCTION

The name of our company is Capsicum Land Trading. Capsicum is one kind of vegetables that have a high demand recently. Capsicum is also known as bell pepper or “Sabahan” people called it as “chili Bengkulu”. As we know that chili is one of the favorite vegetables of Sabahan. Nowadays, this of vegetable which is Capsicum has a high demand from day to day until there is not enough supply to support the market demand. When this happening, our company Capsicum Land Trading would fulfill everyone needs and the market demands that is being increasing.

Our target customers are people around Sabah and Brunei Darussalam. This is because Sabah and Brunei Darussalam got a high number of demands of Capsicum. In addition, we also supply this Capsicum to Brunei Darussalam because this is our first step to involve in the International business arena.

Our business operating in two locations, which are at Kundasang as our administration management, and Tambunan and Kundasang as our plantation operation. We choose these places as our location because the suitable condition and the resources that we have.

The business has a good potential to expand. The future prospect of our business is to increase second year sales by 5% and third year sales 8%. In viewing our business potential, we believe that Capsicum productions have a high potential in business since the government want to encourage business in agriculture sector.



PURPOSE OF BUSINESS PLAN

This business plan is prepared by Capsicum Land Trading. For the purpose of:

- a) To fulfill the demand of capsicum in the market.
- b) As a guideline in managing the business or the proposed venture.
- c) To evaluate the ability of this business whether it is able to compete with other competitors.
- d) To add the numbers of the Bumiputera involvement as an entrepreneur for being involve in this business.
- e) To fulfill the requirements of the ETR 300 subject.