



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

ORGANIC FERTILIZER

ADVANCE GREEN ENTERPRISE

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## 1.0 EXECUTIVE SUMMARY

The business plan is refer to the written of the document that serves as blue print and as guidance for business. The business specializes is to produce the agriculture product, which is to produce the organic vermin-compost fertilizer.

The initial part of the business plan is the introduction of the Advance Green Enterprise. We decide to choose this product because it has very high opportunities to enter in the market. Nowadays, people are very concern to natural product rather than chemical product.

The important part of business plan is administrative plan. This part will discuss about the organization chart, administrative budget, remuneration, tasks and responsibilities of workers also discuss about man power planning.

However, the marketing plan also important to set up the business. In marketing plan, we will described about marketing strategies, target market, market size and all particular details about marketing and business.

Another important strategy to build the business is operation plan. We also have decided about the product we are going to produce & to sell to consumer. Operation plan is more to how to prepare the product start from the raw material until to sell the product.

To get the exact amount of loan and budget, we need to prepare the financial plan. The specific about the cost, expenses, revenue, loan, salary and the most important thing is either our business contribute to profit or loss. To complete this plan, we have to prepare the strong financial plan to avoid our business in the problems.