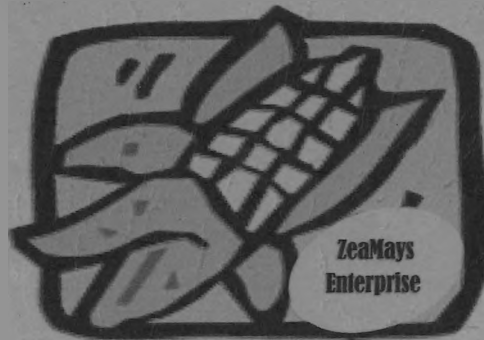




UNIVERSITI
TEKNOLOGI
MARA

ENTREPRENEURSHIP (ETR300)



FRESH & SWEET!

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SUBMISSION DATE: 1ST APRIL 2009



Taman Kekal Pengeluaran Makanan (TKPM)
Landas, Mukim Penghulu Diman,
Hulu Terengganu, Terengganu.

ACKNOWLEDGEMENT

Assalamualaikum...wbt...

In the name of Allah SWT, the most Gracious, we want thank to Almighty, because with His bless we can finish this project of Basic Entrepreneurship (ETR 300).

First and foremost, we want to say a very thankfully to **En Mohd Ariff Bin Kamaludin**, as our lecturer for his guidance and helping us in accomplishing this project.

Beside that, we also want to thank to the parties who involve direct or indirectly like:

1. Jabatan Pertanian Daerah Hulu Terengganu
2. Encik Mohamad Fauzi Bin Mohamad Zin
3. MARA, FAMA
4. MARDI

Without the guidance, help and advice cooperation, we might no able to accomplish this report. This ETR 300 subject is important for ever student because this subject will give them knowledge in manages a business and learns more about business field in the future.

Last but not least, thanks to our group members who give full cooperation and commitment in finishing this project. We are hoping so much this report will be good references for all. Thank you.



Taman Kekal Pengeluaran Makanan (TKPM)
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EXECUTIVE SUMMARY

Yellow with gold, fresh and sweet...that is the best description about corn normally people known at everywhere. Sweet corn is one of the short term plantations which famous in Malaysia. There is variety of sweet corn fruits that has been produce such as Hybrid, Thai Super Sweet, Manis Madu and Masmadu. In Malaysia, sweet corn has been planted as for fresh food whether roasted or others like to make ice cream, pudding and other recipes. It is suitable to plant in most Malaysia area.

Our company name is ZeaMays Enterprise. ZeaMays Enterprise is established on the 1st January 2009. Our company is involving in agriculture industry. The company operation is based on the planting, selling and supplying the corn fruits. Under the label of our company, we concentrate on producing of sweet corn hybrid. Our business operates in Hulu Terengganu, Terengganu at Taman Kekal Pengeluaran Makanan (TKPM) Landas, Mukim Penghulu Diman, Hulu Terengganu, Terengganu.

This business is founded by five persons who are the partners of ZeaMays Enterprise. We form this business as partnership. The partners of this company are comprised of the people with high skill of people and have good experience in plantation of agriculture industry. All the partner of this company is involving with the management and administration of the business



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operation. All the five partners hold the position of General Manager, Financial Manager, Operation Manager, Administration Manager and Marketing Manager. The capital of our business is RM 160,238.00 which is from our partners, and loan from Agro Bank at RM 100,238.00. Our company also hires clerk, supervisor, quality control, sales promotion.

In the operation, we produce two type of sweet corn hybrid which is type A and B. The total cob we produce is about 250, 000 per 3 month. The total output per 3 month is about RM 120, 000, which RM 100,000 for type A and RM 20,000 for type B. We also hire worker to work in the farm about 6 workers and for overall operation personnel is 9 workers.

The overall project cost for ZeaMays Enterprise is about RM 145, 671.00. It is including of three budget which are administration budget, marketing budget and operation budget. This budget is used for running the production of our sweet corn hybrid.

In the marketing, our target market is TADC which is Terengganu Agrotech Development Corp Sdn.Bhd. The others are small stall in Pasir Putih, Marang. Then, for market strategy we use factors such as product and production, pricing strategy, place or distribution and public relation. We produce fresh sweet corn, use direct selling as distribution strategy. The type of promotion we use are advertising, yellow page, sign board, news paper, web site, radio advertisement, and business card. Our service strategy is to make sure we have customer's contacts.

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