



اَوْنِيُوْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA SENI HALUS
FAKULTI SENI LUKIS DAN SENI REKA
UNIVERSITI TEKNOLOGI MARA CAWANGAN KELANTAN

ENT 300
CASE STUDY
HAZNOR RESOURCES

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EXECUTIVE SUMMARY

Overall of this study related to a business in agriculture industry, Haznor Resources runs by an full time army officer. The researcher conducts this study with the aim of the study to find out more Haznor Resources. The researcher also wants to know about what products Haznor Resources sells and what kind of services that are offered. At the end of study, we will find out how is the marketing of this company and how they grew their business from producing one product to another product in order to fulfil customer demand.

In this research, reseachers use face-to-face method since the owner of this business is her own family member and easy to reach. She also visited the factory to get clear vision for the this reseach and include some of the evidences. Besides, fungiculture cultivation, there are also a few crops that are planted as a side income of the business which Mr Hazan find out that the crops are also has a high demand among consumers.

BUSINESS DESCRIPTION

Haznor Resources

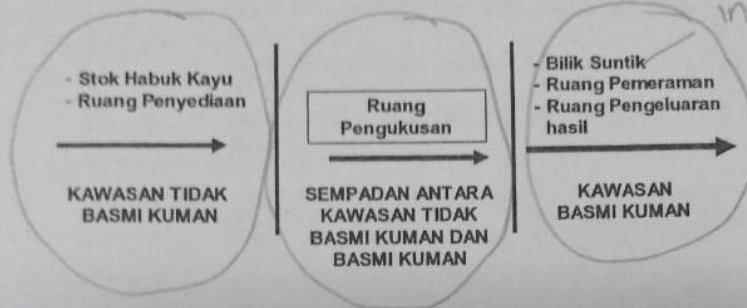
Muhamad Hazan Abadullah, an army officer, and his family run, a fungiculture cultivation activity. This business was established in 2010. The two acres land at 1220, Jalan Pokok Sena, 13220 Kepala Batas, Seberang Perai Utara, Pulau Pinang was rented for RM600 per month and is being used as a mushroom factory. The factory is divided into 2 area, mushroom space and other space is for other crops and and these two area area divided into several sections.

For mushroom space, 1 building unit for office, product collection room, processing/packing room and storage room (chiller) is needed followed by 1 building unit to store wood dust and media bag preparation space, 1 building unit for steaming, media bag cooling and seed injection room and 10 units of 20'x 50 mushroom houses for fermentation and yield production.



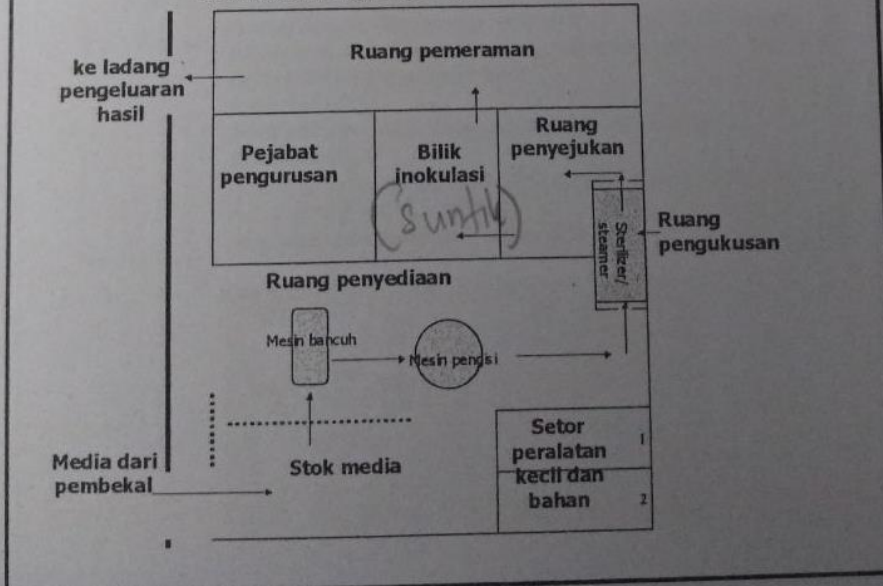
Mushroom House

Susun atur ruang kerja yang baik boleh mengurangkan pencemaran



Projek Berskala Besar

Susun Atur Ruang Yang Baik Dalam Bangunan



Site Plan