

# BUSINESS PLAN PROPOSAL



## *Agro Fertile Enterprise*

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## 1.1 INTRODUCTION

Our business, Agro Fertile Enterprise is a Partnership company which provides a organic fertilizer named Organo – Triba compost by using Bio – Triba solution which environmental friendly. This business was planned and will be start in the early January of 2011, with our starting workers, 8 people including us as the main leader of this company.

Our business will be located at Papar, sabah. This location is chosen because this place is located far from the villagers or the development and the important reason also because of the location is near to road, easily to get water source and electric facilities. The recruitment process will be done by using advertisement on the internet, newspaper and pamphlet. It will be implemented 3 months before starting the business.

The characteristic of this company is we are focusing on the big company and smallholder farmers and the gardener to try the new technology of the Compost from goat dung for get good result of the production of the crop, human health and environmental friendly.

Our vision is to be a successful producer of compost from the technology of Boer Goat dung that get the higher demand from the market not only in Sabah but also, in other states in Malaysia. Besides that, we strong desire to help the smallholder farmers to increase their level income by using this product that can help increase their production of crop.

Furthermore, our mission is considering of satisfaction and needs of our customer by provide a good service and explanation about our product. We also support the Malaysian government, Ministry Of Agriculture And Food Industry to ensure the agricultural industry are the main lasting economic contributor for the state and well as the nation. Besides that, to protect, preserve and conserve surroundings for a clean, healthy and safe living.