

UNIVERSITI TEKNOLOGI MARA (UITM)
SABAH

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
"STEE ENTERPRISE"

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EXECUTIVE SUMMARY

At the present time, sugar is the highest demand from people that always being preferred by all kinds of customers and different standard of living. Unfortunately there is a limit choice for customers out there and in order to liberate from this condition we decided to set our foot in Stevia agriculture as a substitute for sugar and more healthy.

We can see that with this opportunity, we can succeed in the market since there small quantity of companies producing stevia in Sabah. Hence, we believe that we will have a bright future in this business.

Our company's name is STEE Enterprise. The reason why we choose this name comes out Stevia Rebaudiana our own product. Our target markets are for diabetes patients and people that demand for sugar. For this time being, we will focus on supplying our products to MARDI, KPD, local farmers, diabetes sufferer / patient and private company. Our management team is consists of brilliant and educated General Manager, Administration Manager, Operational Manager, Marketing Manager and Financial Manager that will manage the business to succeed. We required RM 48,229 to run the business that cover all the expenses occurred.

For the first year up to the third year we incur to face losses with RM 20,468 but the second year profit increase to RM 10,861, RM 42,104. This loss could be because that we still new in the market and it is not easy for the consumer to adapt the new innovation we spent a lot on promotion. But we targeting that we will penetrate the global market with the target gaining profit after 5 years operating in Sabah and introducing to all Malaysian to stevia substitute for sugar in order to raise the name of Malaysia in the global market.

INTRODUCTION

The name of our company is Stee Enterprise. As we know, sugar is one of raw materials that have a high demand recently. In this case, we have found the substitute for the sugar that is Stevia rebaudiana that commonly known as sweet leaf or simply stevia. Stevia is about 300 times sweeter than sugar in its natural state, and also 0% of calories. Our company can see that with this opportunity, we can succeed in the market since there is only have certain people in Sabah doing this business. Hence, we believe that we will have a bright future in this business.

Our company's name is Stevia Enterprise. The reason why we choose this name is because it is the simple name of our product that is stevia rebaudiana. Our target markets are for the whole family and all age's categories in Sabah. Our company is trying to open the people eyes to by giving them a choice to choose whether sugar or stevia.

Our target customers are people around Sabah. This is because in Sabah, this kind of business is only in a small population. In addition, we try to give sabahan the opportunities of this business that can go further in international arena.

Our business operating in Jalan Mengkabung, Tuaran that where we plan our sweet leaf. We choose these places as our location because it was good in every aspect.

These businesses have a potential to being expanded. We are targeting that this business can go another step after it is commercial in Sabah. In viewing our business potential, we believe that stevia have a high potential in business since the government want to encourage business in agriculture sector.