

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

CAPSICUM FARM ENTERPRISE

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1.0 INTRODUCTION

Nowadays, people tend to have taste of spice in their meal. Chili is a good fruits that fulfill their needs of spicy in their meal. However, people or society itself begins to care about their health. With the fact that Chili is one of the factor for 'appendix' disease (especially children), people become more sensitive in taking Chili especially for their children. With that problem exist; we observe it as an opportunity to open business in *Capsicum* production with five people in partnership. *Capsicum* is actually 'Lada Benggala' in malay name which rich in nutrient, for instance it contain vitamin C and vitamin A. In addition, children like *Capsicum* because of it moderate sweet taste and delicious when mix together with souses.

We named our company as *Capsicum* Farm Enterprise which focuses on Lada Benggala / *Capsicum* production. The location of our business is at Kundasang, Ranau. We decide that 10th January 2010 as our date of commencement.

We have chosen this food industry business by other certain factor, which is it has Better market coverage and a lot of demands especially around Kundasang; Lada Benggala/ *Capsicum* have a high price in a market according to its grade; Kundasang is the main attraction for group of vegetable's trader as well as individual and family in Sabah and; received supplies of fertilizers with a low cost from Koperasi Pembangunan Desa and Pertanian.

The future prospect of our business is to increase second year sales by 5% and third year sales by 8%. In viewing our business potential, we believe that *Capsicum* productions have a high potential in business since the government want to encourage business in agriculture.