



اَبُو سَيِّدِي تَيْكُونُ لَوْ كُنِي مَارَا
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BUSINESS PLAN VERA'S RANCH

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EXECUTIVE SUMMARY

Vera's Ranch is a company involved in agriculture. We will start our business in the beginning of 2022. We are located in Seri Kembangan, Selangor. Our mission is to be a progressive distributor with a strong focus on quality assurance and food production, to be the consumers' favorite and first choice of fruits and vegetables and to maintain top quality products adopting technology to cut expenses. Thus, our vision is to produce high quality veggies in Malaysia.

Furthermore, Vera's ranch operates as a partnership business which consists of 5 people. Our main activity is to sell vegetables directly to the market and market them through trucks to the rural areas. We will buy the vegetables from the farmers and provide them free education on how to plant their vegetables to get more return from us.

Our target market is farmers in Lojing Highland, Kelantan. We focus on this location because after doing some research this location has actually addressed their issues to the person in charge but yet nothing has been done. The issues are the farmers here do not have a sales center and the cost to send their plantation to the Cameron Highlands is expensive.

Therefore, we are called to help them. We will help them buy their vegetables and provide them with free service which will teach them how to plant their plantations to get more returns. This will give them benefits and we will get the advantage from marketing their vegetables through a truck to the rural areas. We found that by marketing the vegetables to the rural areas, we will help them to get vegetables more easily. On top of that, we will have our truck to go to that area after working hours so that working wives can buy the vegetables when they need them.

Our competitive advantage is by using different packaging for our vegetables. We will make the vegetables in a packaging that can last long. Plus, by giving free education to the farmers we can attract them to work together with us. Our vegetables that we will market through trucks will be fresh from the farm and sell at affordable prices.

Vera's ranch expected to make a large amount of profit in the year of 2023 since we began to distribute and expertise our crop yield to Gua Musang from Lojing Highlands which consist of rural areas for villagers who don't have access to sell their crop yield in the town. We are hoping that in the middle of 2023 we will achieve the cash flow breakeven where all the costs will be able to cover.

2.0 COMPANY PROFILE

2.1 COMPANY NAME AND LOGO



Figure 2.1: Vera's Ranch Logo

Our company name is Vera's Ranch. Vera is the founder's daughter's name and referred to the plant aloe vera because that is the founder's favorite plant. It gives you soothing feelings in treating the wounds. Datin Mariam, the founder sees the wounds as the challenge in running a business where sometimes we can be at the top and vice versa but we cannot stop because it would not happen or close like the wounds if we do not treat it right. While a ranch is the same as a farm.

The circle of the logo means that our employees are working together to produce fresh fruits and vegetables. On top of that, it also means that we are ready to help everyone that is in need. We put our company's name in the circle as a symbol of unity and to show our brand mark. Our main color is green that suits nature and the vegetables. Our motto is "High quality Veggies" which will give the idea to people of what our company is.