

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

AGRO BASE STYROFOAM

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EXECUTIVE SUMMARY

Agro Base Styrofoam established in year 2010 following the initiative to venture into the business of ecological conservation, an industry that is increasingly crucial to developed as well as developing nations but often neglected by business communities. Being the first company in Borneo to produce packaging products made of natural 'Oil Palm Fiber', Ecological Packaging has successfully developed a wide range of eco-friendly products that promises to revolutionize the packaging industry.

Driven by a team of technically skilled and experienced Research & Development (R&D) personnel with the latest state-of-the-art manufacturing facility located in KKIP, Kota Kinabalu Sabah, an ecologically advanced technology been developed, responsible for the conversion of palm biomass industries into ecological raw materials used to produce eco-friendly packaging products.

Our company produces Styrofoam from natural oil palm fiber, that are the product is totally safe environment and good for people. We produce the Styrofoam that size per piece is 60×175×135(mm). This product contains various key values that surpass the limitations of conventional packaging products, making it a revolutionary product that is Bio-degradable and convertible into natural fertilizers, suitable for food packaging and microwaveable and also it able to preserve freshness for a long period of time

Target market is a group of customers, who can be identified to have certain needs and wants that can be satisfied by the business through the supply of goods and services. The existence of a target market does not mean that a business should ignore the other groups of customers that exist in the same market. These groups may be secondary market and may bring income to the business through segmentation a business can identify an overlooked market and develop a product to exploit that market. Our business marketing is not too big. However, we have decided to focus our business marketing in Kota Kinabalu and other potential place in Sabah firstly for the purpose to consolidate our business before develop it in other place like Sarawak and peninsular of Malaysia. we fully confident if one day we can supply this product to the other country.



The anticipation of Agro Base Styrofoam is to achieve the best result by using good marketing strategy and we could offer specialized products and competitive pricing. Our resources are vast and varied. We will be working towards our slogan.

“SAVE THE ENVIRONMENT”

Competitors refer to other business that offers similar products, substitute or alternative products to that same target market. Our company also analyze about strengths and weaknesses of our competitors in term of experience, size market, product lines and so on. It will be the great competition with these competitors because there are already exist and widely known in this business. Even though, our business was just begin, we believe that with the good strategies and marketing plan, our business are able to survive and compete with the other competitors and successful in the long-term target.

Before we starts the business, we was discuss where the strategic location to open our manufacturing business. After identifying and list the maximum place that we think is the best place, we were deciding to choose KKIP as our location. Our location was addressed at:

**Agro Base Styrofoam,
Lot 16, Export Oriented,
Industrial Zone Phase 3,
Kota Kinabalu Industrial park (KKIP),
Jalan Sepanggar, Menggatal 88450,
Kota kinabalu , Sabah**

To be conclude, we are confident that this kind of business has a bridge future. We believe that our company will maintain in this business due to the increasing of interest and understanding of the public to the save of nature from the population.