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EXECUTIVE SUMMARY

The purpose of this document is to outline an opportunity for Techno Grow to satisfy the unmet produce demand of consumer which is to analyse a real-life situation where existing problem need to be solved. Techno Grow is synonym with the growth of technology that follow the passage of time. Techno Grow running a hydroponic system cultivation business as their concept and had produce set of NFT & DFT smart kit. It was parallel to their vision and mission, Techno Grow vision is becoming a leader and produce for lowland vegetable and modern agriculture product of strawberry. Meanwhile, Techno Grow mission is to produce more modern entrepreneurs and farmers using a same technique of hydroponic cultivation. Currently, famers expenditures are growing while their profit or return are stagnant or declining. Through online interview session with the owner, analyzing Techno Grow internal strength and weakness, along with the company's external opportunity and threats. The strength of Techno Grow is producing a set of NFT & DFT smart kit which is a new concept or modern techniques in farm. As known, the hydroponic cropping method is also easier and saves time. These crops are not only environmentally friendly, but also produce fresh and safe agricultural products for consumers and environmental sustainability. Besides, the weakness of Techno Grow is had a shortage in term of vehicles that difficult to deliver products to their customer. Techno Grow do not have a buyers like retailer or wholesaler due to the crop yields that do not exist daily and still an introduction to growth stage of product life cycle. Techno Grow had an opportunity upgrading their business with find a new location to create green house of hydroponic farm and increase the production. In addition, produce more variety of vegetable. External threats of Techno Grow receive is a pests like monkey that always attack on their farm. The analyses a problem face by Techno Grow is solved with point the problem and suggestion of solution. The conclusion is all the agriculture sector is critical to the region. It is experiencing a transition to a market economy, with significant changes in the social, legal, structural, production, and supply structures, as are all other sectors of the economy.

1. COMPANY INFORMATION

1.1 Background

Techno Grow is a vegetable and fruit business run by young entrepreneurs run by Nilai Polytechnic students. The company is owned by 3 polytechnic students in the field of agricultural science, namely Muhammad Aidil Bin Kamal Bahrin, Muhammad Amsyar Bin Norizan and Muhammad Zulfitri Bin Mohd Azman. Originally, this techno grow was just a dream come true, so with the spirit of never giving up, their lecturer, Mr. Abdul Rahman Bin Jusoh, gave the idea to these 3 students to open a company to dig out their talents, but they chose the field this farming because during the enactment of the Movement Control Order (MCO), they had tried to grow vegetables for themselves and it looked like it could open up opportunities for business. So with that, they have received response from the public and are in high demand. Then came the Techno Grow company which is a small business operated in the city of enstek value. The main place of their cultivation is at Politeknik Nilai. Furthermore, in addition to growing fruits, they also managed to grow vegetables such as kale and petola by using modern technology, namely NFT. NFT is a technology for long vegetables such as petola and long beans. The other technology is DFT. This technology is used to grow vegetables that are not dangling, for example chillis.



1.2 Organizational Structure

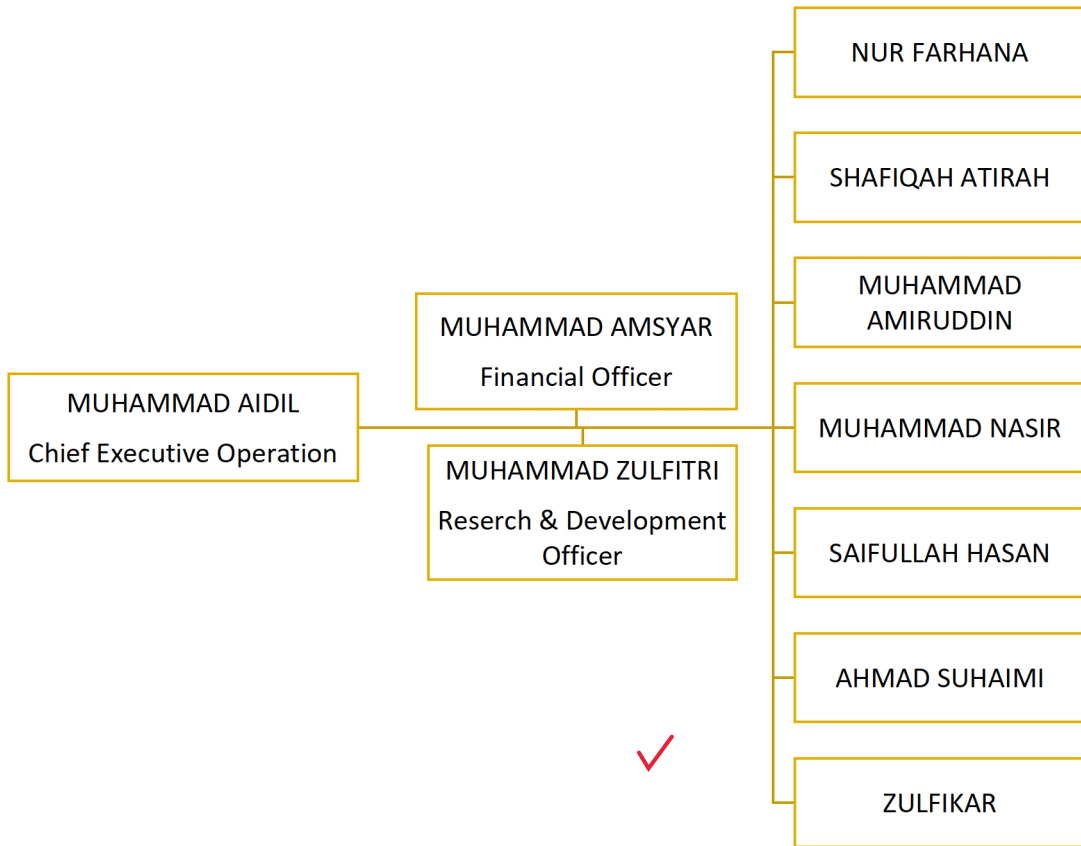


Figure 1.1

Apart from the 3 top people in Techno Grow, there are 7 other employees who take a part in running this business together. They are divided into 2 groups where each of them performs different tasks in keeping the plants from being damaged and able to produce quality product. The first group is assigned to take care of the plants like new agricultural produce and plantings so that they are not damaged. They are required to monitor the plants such as cultivating, watering trees, monitor attacks from pests, and so on.

While the second group is assigned in the manufacture of products. The work done are NFT smart kit installations, plants isolation, and packaging. One of the specialties of this business does is, they use a system called the best NFT hydroponic plant system where it provides more air and water to the plants. This hydroponic system can accelerate the growth rate of the plants up to 50% compared to ground use.

1.3 Products/Services

Techno Grow runs the concept of modern agriculture. This concept is an agricultural method that is able to solve the problem of any individual who desires to cultivate but does not have a small and limited area or space at their house. Therefore, Techno Grow found their solution by producing an agricultural system using the installation of NFT smart kit, which is a method of cultivation without soil. Techno Grow also sells NFT smart kits to their customers who are interested in using this system at their homes for farming. The price set for the NFT smart kit is very affordable, that is RM95 for the NFT smart kit "single layer" while RM120 for the NFT smart kit "double layer". The sales of NFT smart kits are very encouraging, especially for any individuals who are just starting farming.

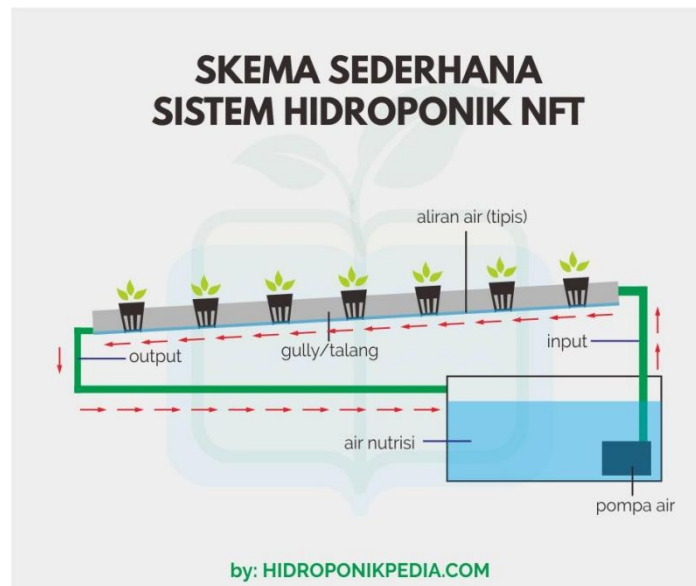
Apart from the NFT smart kit, we know that Techno Grow produces several types of products or other crops for wholesale and shipped to the mini market. Among the crops produced are petola, spinach, bay leaves, Vietnamese coriander leaves, Brazilian spinach, and strawberries. According to the information obtained, the petola vegetables produced are sold at the market price around RM8 per kilograms. Petola are one of their crops that get a lot of demand from their customers because on average they buy wholesale for use in ceremonies or feasts, then they get a discounted price. Apart from that, for bay leaves, they sell it at RM2 for 1 small plastic bag while RM 1.50 for 1 small plastic bag for Brazilian spinach.

As we know, Techno Grow runs a strawberry fruit crop called lowland strawberry cultivation. Different from the strawberries in Cameron Highland, this method of cultivating strawberries is called the kamarosa method, which is heat -resistant cultivation. The market price for this lowland strawberry is around RM10 each and according to a certain size. Apart from selling strawberries, Techno Grow even sells strawberry trees to their customers for RM15 per tree. The scope of work at Techno Grow also provides delivery services or COD by their four-wheels car to their customers for a certain fee or according to the distance of their residence.

1.4 Business, Marketing, Operational Strategy

This business is based on agriculture. This field requires knowledge and skills as well as an interest in growing vegetables and fruits. Techno Grow has started this business very well which gets the attention of the customers and also they use technology in their vegetable cultivation like NFT technology. In addition, their company has been doing marketing by selling their vegetables and fruits on social media sites such as on Facebook and Instagram platforms. This is because, it can highlight the Techno Grow companies created by them. Customers are also easier and closer to know the development of the Techno Grow company. Since the covid19 pandemic, they have also been promoting the sale of their vegetables and fruits on social media platforms. As for the operational strategy, the vegetable cultivation done is the best NFT hydroponic cropping system because it provides more air and water to the plants. Many do not know that plants are able to survive fertile without using soil and in fact soil is a less efficient growing medium because plants will use a lot of root growth energy to find water and nutrients. However, through hydroponic methods, plants will be supplied with water and nutrients effectively. Thus, hydroponics can accelerate growth rates by up to 50 percent compared to using land. The hydroponic cultivation method is as simple as ABC because it only requires water (A), fertilizer (B) and light (C). So this techno grow is selling nft smart kits for planting without soil, where a reservoir of water passes on each surface of the plant's roots.





Picture 1

Picture 1 as shown, the water is pumped according to the capacity required for each plant, thus saving time that does not need to be watered every day. Just need to monitor for pests only. In addition, it can also save space for planting in large quantities.

2. COMPANY ANALYSIS

4.1 The Company Of Techno Grow Enterprise Analysis SWOT

STRENGTH	WEAKNESSES
OPPORTUNITY	AWARENESS

The company of Techno Grow Enterprise (TGE) one of business has choose the agriculture to create the new business and idea that rarely to know it for customer. Even the business is has started in 2020 year but it's give positive feedback from customers that support this local businesses to stay grow up. The interesting about company (TGE) is there brave to take a challenge by doing these business which is they produced the strawberry fruits, vegetables and idea of plant hydroponic to invite the society by doing the modern agriculture.

SRENGTH

Strength refers to how the company will manage their business by taking a new challenge, getting feedback from customers, ideas and to sure the brands always have requests also have good research and development. In these cases, the company of Techno Grow Enterprise (TGE) has a strength in the idea that comes out with a project (NFT) that has a big request from customers. This is because these activities have a good effect on nature and help customers to do it by themselves to plant vegetables and fruits unless they go out often.

The project of (NFT) means the system of plants without using a lot of space, sand and, of course, use low cost to do that. But with this project it is super easy because the customers are just doing three methods to care about their plant with simple ABC that means A for air, B for vegetable fertilizer and C for lighting. This idea came out because of the impact of the pandemic virus Covid – 19 on the world and has pushed society to lockdown in their homes so by doing (NFT) it protects them often to go out. Other than that, the strength is even though the business started in the early year 2020, the customers believe the company (TGE) and we know demand for vegetables is high in the market. Not only that, the strength is when they brave themselves to sell the fruit of strawberries in a low place, so it's interesting and has a high request from customers too.

Next, the effect of internal is the factor of the strength in the Techno Grow Enterprises has good access to agricultural resources and the location of that strategy. It is important to make sure the proceeds of these businesses go well. The choosing of location is really important to sure has good access to the ground of this business. The location is in the town of Ensted, Negeri Sembilan, so we know there are good facilities and interest the customers.

WEAKNESS

The definition of weakness is about how the company improves their business to sure not bankrupt or low in procession, handle the customers' demand and the organization in the company. In these cases, the company of Techno Grow Enterprises has a weakness in transportation because there is a need to do this

operation business and do not have enough transport, such as a car and, of course, a bus to deliver the products to customers.

Not only that, it's because of the effect of pandemic Covid-19 has pushed the government by planning to do lockdown around the state in Malaysia, so it's because the movement of customers must be on control. So the company (TGE) cannot send their product to customers, market, request from outside, especially for vegetables such as pet vegetables and the products of NFT that use the bug space to send.

Other than that, the company (TGE) has a problem when they cannot do the crop activities that were affected due to the Covid-19 pandemic which prevented them from continuing hydroponic crops due to the closure of shops such as fertilizer shops, equipment shops for NFT projects and so on. So, these problems have an effect on the company, so there must be a solution to solve these challenges to fulfil customer needs in the market.

OPPORTUNITY

The opportunity refers to how the company takes advantage of the utilities around the business market that give effect to the organization and then the external factor that may contribute to the organization to give strength of the product. In these cases, refer to the analysis that was done during interview session and research the company of Techno Grow Enterprises has taken the opportunity with success which managed to attract customers to buy their product. To prove the product of NFT is the best selling in their business because these products are very useful and interesting to try at home. The unique product of NFT is the crop activities you can do just on the balcony of your home, so do not use the big space to do it.

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the best selling in their business because these products are very useful and interesting to try at home. The unique product of NFT is the crop activities you can do just on the balcony of your home, so do not use the big space to do it.

In addition, the opportunity that has taken is that the company (TGE) is successful in the market place with the new idea that we know it's very difficult to think up about the project of NFT using the high cost to do, but they successfully change the with produce product that is adorable and affordable for customers. So, the company (TGE) must think up to do more research and development (R&D) by producing their product and to support the local product.

Next, the company (TGE) has got opportunities by doing promotion activities that have big effects on the operation business on social media. As we know, the trends of social media now is the big reason why some products are successful in the market because people now have an education by using the telephone to see everything around the world. So, the platform that they are using to promote issues a platform like Facebook, Instagram and websites to give more information and help the customers to find out more about their product.

THREATS

Treats give the definition of what the ham or challenges to the company must accept during doing the activities on business, such as the treats form competition has doing so has a company there must think about how to handle these situations. In these situations, doing research, the company of Techno Grow Enterprises has a treat from animals that disturb their plant, especially small animals such as termites, caterpillars and predatory rodents and others. So if these still go on, it will have a bad effect on the plant and, of course, give losses to the company. So the company (TGE) must think about handling these problems.

Not only that, the threats from competition with other businesses such as vegetable growers and suppliers. We know they have long been engaged in vegetable growing activities, so of course the different prices of vegetables that give effect to the business to interact with the customers to buy their products. But, the

company of Techno Grow Enterprises believes the difference in price is not the big deal to manage it because they believe the quality of their produce is worth buying.

3. FINDING DISCUSSION

3.1 Business problem

Companies have the problem of not focusing in crops that can be marketed in a nearby location. Furthermore, the company did not have a single invention and had to devise a new marketing strategy for its items. Moreover, the corporation must discover the most recent trends in the promotion of their items. Following that, the company does not take the risk of investing in any equipment.

3.2 Solution

To solve the problem, companies must make a new change by planning a strategy for marketing their products in the right way. For example, a company can analyze and make observations about regular customers to offer special packages to them, as loyal customers support the company by buying every product marketed by the company in large quantities over a long period of time. In fact, companies have even had to take risks by trying to market their crop products, i.e. vegetables, for sale at nearby grocery stores. Furthermore, the company is advised to spend a little money on purchasing special necessities to maintain the freshness of vegetables, such as purchasing a special refrigerator to store products, so that the company can store vegetables and sell fresh vegetables every day.

CONCLUSION

In conclusion, as a successful entrepreneurship frequently necessitates creativity and innovation in approaching a fresh opportunity or problem in a novel manner. Techno Grow is start with a new development in running a hydroponic system cultivation business as their concept and had produce set of NFT & DFT smart kit. There are a lot of challenges Techno Grow had faced in run their business but they are success to sustain their business in industry. Techno Grow had a good

achievement in their sales during 1st year of business and now search a funding for create a new green house to expand their business. The analyze show that Techno Grow had a problem with the crops that can only market a nearby location and not involve so much in marketing. We had suggest to Techno Grow to make a new marketing strategy by posting about their goods in social media. It will help Techno Grow to get any feedback from customer and can make an improvement of the problem.

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APPENDICES



