



ازدینو مریستی بنکینو لوکی با مرارا
UNIVERSITI
TEKNOLOGI
MARA



FACULTY OF PLANTATION & AGROTECHNOLOGY
DIPLOMA IN PLANTING INDUSTRY MANAGEMENT

AT1105B

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

Ananas Co Production



*"Be a pineapple. Stand tall, wear a crown
and be sweet on the inside"*

ANANAS CO. PRODUCTION

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General Plan

Introduction to the business

Name of the business	Ananas Co. Production
Nature of business	Partnership
Industry profile	Food Supplier
Business Location	Mukah
Date of commencement	1 st January 2018
Factors in selecting the proposed business	<ul style="list-style-type: none"> ❖ We are interested to promote agriculture product to another level. ❖ We like to supply more good quality of pineapple for any smallholder, businesses and company.
Future prospects of the business	<ul style="list-style-type: none"> ❖ We are looking forward to open more branches in Sarawak in order to ease the delivery process. ❖ We are looking forward to export our product to oversea. ❖ Cover the loses and increase the profit from year to year.

Business Background

Name of business	Ananas Co. Production
Business address	Kampung Tanam Hilir , 96300 Dalat, Mukah, Sarawak.
Correspondence address	Uitm Cawangan Sarawak Kampus Mukah KM 7.5, Jalan Oya 96400 Mukah
E-mail address	anascoproduction@gmail.com
Telephone number	017-8533578
Fax number	082-533578
Form of business	Partnership
Main activity	Supply Pineapple
Date of commencement	1 st January 2018
Date of registration	5 th November 2017
Registration number	In progress
Name of Bank	RHB Bank
Bank account number	160711215184

Administrative Plan

Vision

To be recognised as a reliable supplier of good quality of pineapple for any businesses in Mukah and other places.

Mission

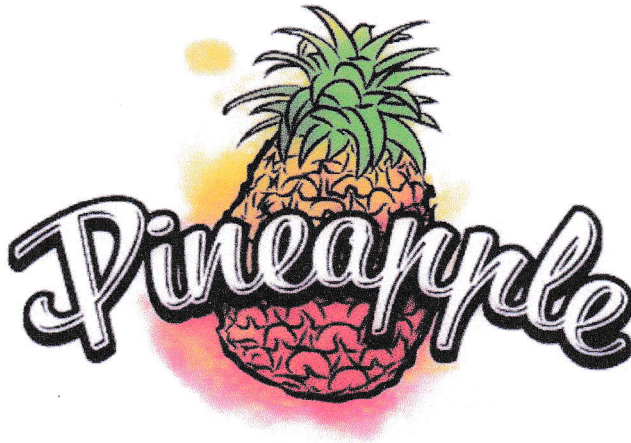
- ❖ Strive to be the supplier of choice
- ❖ Producing a quality goods for customer
- ❖ Delivering excellent customer service
- ❖ Executing business in an ethically-sound manner

Objectives

- ❖ To become better supplier with increased customer service focus
- ❖ To ensure our customer satisfied with our quality product and services offered
- ❖ Fresh pineapple quality attributes and criteria for wholesalers, retailers and processors in local, regional international markets defined
- ❖ Being able to cooperate with other businesses

Logo of description

Ananas Co Production



*" Be a pineapple. Stand tall , wear a crown
and be sweet on the inside "*

1. Pineapple in the middle

- ❖ To be the main supplier of good quality of pineapple for any business

2. Yellowish gold

- ❖ To attract attention and to tell people that they can rely on us

3. Quotes

- ❖ To motivate people or businesses in their daily life