

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

FACULTY & PROGRAMME: AT 110 (DIPLOMA IN PLANTATION AND MANAGEMENT)

SEMESTER 5

FINAL REPORT

PROJECT TITLE: HOME MADE SEED PLANTER (EZ SOW)

GROUP MEMBERS: NAME, UITM ID NO

- | | |
|----------------------------------|--------------|
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| 2. MUHAMMAD AKMAL BIN ABD RAHMAN | (2016608434) |
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PREPARED FOR

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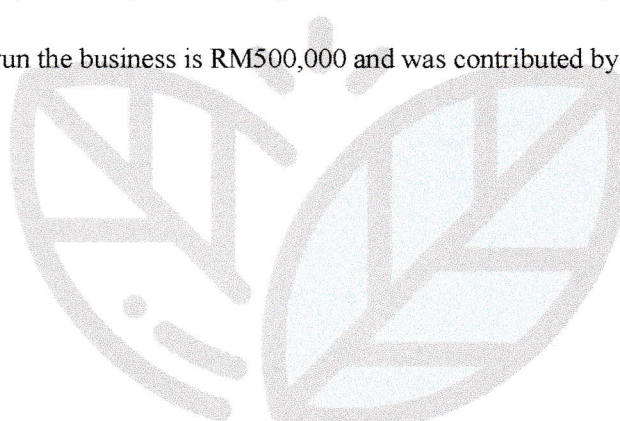
Company Background

The company Ezz Sow Enterprise was established in the year 2018 dated 11th October. The co founder of the enterprise is Ronald Vinus Ak Bonnie which is now the administrative manager and supported by the staff which is Muhammad Hafizzam Bin Yaakob, operational manager, Muhammad Akmal Bin Abdul Rahman, the marketing manager and Alexcher Ela Ak Utul, the financial manager. The enterprise also has two workers.

The enterprise is based on shareholder type of business among the managers. The business priority is based on the hardware concept for which carry out the activity of manufacturing and selling product. The product that the business produce is seed planter which is to simplify the need of work to be performed by farmers in order to plant seeds in soil. The common customer that the business had is the estate company, smallholder farmers and solo farmers.

The location of the enterprise is located in the middletown in Sibul for which the location is very strategic for marketing channels to choose from. The area also surrounded by many type of plantation estates and villagers nearby the village area. The place is now act as the headquarters of the business.

The starting capital to run the business is RM500,000 and was contributed by among the founders of the enterprise.



Meaning of enterprise logo:

Tag line: Sowing upward

White colour

- Pure heart

- We want to improve the plantation sector to the highest level.

Green colour

- Planters

- Show that we are originated from D'Planters sector.

The crown between leaves.

- Introducing this company to other sectors around the world to agriculture

The leaves

- Meant to produce the product for planters to plant a good variety of seeds for the benefits in the future for mankind.

The enterprise name.

- Ezz

- Stand for the word **easy** which to create variability among competitors.

- Sow

- Create meaning of **sowing** the seeds into soil.

The advantage of product

- Reduce farmer time to plant seeds.
- Reduce the amount of work to do while planting seeds.
- To make sure adequate amount of seeds distributed evenly in soil.
- To make sure the seeds are planted in right depth in soil.
- No rusting ability
- Durability
- Light

The disadvantages of product.

- Need to refill seeds at short interval.
- Can penetrate only certain type of soil only.

Price

- RM 60 per unit.