



UNIVERSITI TEKNOLOGI MARA KAMPUS JASIN , MELAKA

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FACULTY PLANTATION AND AGROTECHNOLOGY

ENT 600

TECHNOLOGY ENTREPRENEURSHIP

NUTRITIOUS- BASED PRODUCT IDEA BLUEPRINT

LECTURER'S NAME:

SIR SYED MAZLAN BIN SYED MAT DOM

Name	Matric number
AMIRUL FAREEZ BIN AMIR KHAN	2014908329
MOHD FIRZUAN BIN OSMAN	2014948263
MUHAMMAD SAFWAT SAHAL BIN SAKRI	2014178853
AZLAN BIN KAMARUDIN	2014545931

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AGROWASTE ENTERPRISE

CHAPTER 1

1.0 Executive Summary

Our plan is to create new source of food to livestock while maintaining Good Agricultural Practices (GAP). Before the creating of agro-waste livestock food, we use corn and soybean as pellet to livestock. But after considering that in oil palm industry, waste from oil palm frond and kernel is let to be burned or decomposed, we come to new resolution; to reuse the waste as food product. To promote sustain agricultural environment, we came out with our product the Palm Kernel Cake Pellet. From past research done by MPOB, kernel waste contain high protein that is good to livestock. In addition, for milk producing livestock such as cow and sheep, protein contain in kernel can also enhance protein in their milk. Another benefit of our product is Effective Organism (EM) that can enhance good digestion of livestock. EM acts as good bacteria to make livestock intestine circulate well. After our long discussion and research, we have come out to open our Agrowaste Enterprise to compete with other livestock producer. Although there are a lot of the competitors, we very sure that our product can make hit in the market as we provide additional benefit to our product; the EM and kernel waste. In order to achieve this, we work as a team to achieve our goal while applying GAP. So as the General Manager of the company, I Amirul Fareez Bin Amir Khan would like to encourage my executive member and staff to join me to strive in order to achieve our mission.

AGROWASTE ENTERPRISE

1.1 Name of the company

Agrowaste Enterprise is company with the innovative idea of having agricultural waste product as new food source for livestock. The name itself does give the idea on what are we sell for. The agro is derived from the source of our raw material; oil palm plantation while the word waste is derived from the waste of the oil palm industry; the kernel and palm frond.

1.2 Organizational objective

- To promote sustainable environment by applying reuse method of agro waste.
- To compete with other food producer while having additional benefit to our product.
- Enhance the quality of national livestock.
- Contribute to the growth of our country economy.

1.3 Purpose of organization

- To make our operation smooth.
- Achieve good returns.
- Can minimize our capital.
- Each department knows their certain job.