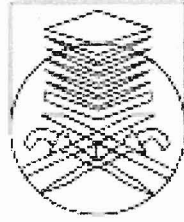


# UNIVERSITI TEKNOLOGI MARA



## ENT 600 TECHNOLOGY ENTREPRENEURSHIP

### EASY TECH ENTERPRISE “CA GRADER”

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## 1.1 BACKGROUND OF ORGANIZATION

Our company, Easy Tech Enterprise is a company that is more customer oriented business that invented new creation of tools and equipment based on the need from the customer and current problem that they are facing in managing their plantation sector especially in grading the citrus. Based on feasibility study, that have been studied before, we managed to clarify that Jasin is one of the suitable places that have high potential to develop our company.

Easy to get supplier and raw material is one of the causes that why we choose Jasin as our first branch, apart from that Jasin is known as one of the develop district in agriculture sector and it near to Muar, Johor and Gemas, Negeri Sembilan which is also develop in agriculture sector. Easy Tech Enterprise are consist of several main pillar that support our company that hold the position for each department respectively but working together as a team in order to achieve and meet the company mission and vision.

We provided a best product to use by people and give good benefit to them. One of main our product is CA Grader, where it was produce to ease in grading the citrus and enhances the productivity of smallholder who own citrus farm as well. We can say that our company hope to be one of the companies in Malaysia that may provide and supplies this product to all citrus farmers in Malaysia.

## **1.2 PURPOSE OF BUSINESS PLAN**

The main purpose of this proposal is to describe about our business plan when we had our meeting together. This proposal consist all the information regarding the company business and current situation as a guideline to manage and guide our business efficiently and running smoothly. The main purposed for our company should be done is it must be registered before we can running our business in order to achieve the approval license for carried out our progress. All this to meet the law and regulation for ensure our product is save and have high quality.

Apart from that, the others purposed of business plan is as a guidelines to ensure our company running smoothly and efficiently. Besides that, it's also use by customer especially smallholder, that involve in this business to looking the availability of this company to meet their demand and needs.