



UNIVERSITI TEKNOLOGI MARA

MAJU PERKASA ENTERPRISE

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**ANNAS SUPER BROCA**

BACHELOR OF SCIENCE ( HONS ) TECHNOLOGY AND  
PLANTATION MANAGEMENT

2017

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# 1.0 INTRODUCTION

## Name of the Company

We name our company as Maju Perkasa Enterprise as being agreed by our partner. We choose this name (Maju Perkasa) is to shows our spirit in achieve our company goal.

## Nature of Business

Our nature of business is manufacturing agriculture tools. This is where we conduct our business with the aims of helping people that are need new invention to ease their work thus increase productivity.

## Industry Profile

Our industry profile is Laundry where we try to fulfil the public demand for new invention of agricultural tools. We promised to provide the best products to customers. Agriculture is the one growing industry in our country in terms of business. Agriculture industry will be the catalyst to increase the nation's economy because companies with huge profits to pay high taxes to the government, so it's to increase the annual income of the country.

## Location of the Business

We choose to open our company at Muar, Johor because the location is in the strategic location for pineapple plantation in Johor. Therefore, people in that area will become easier to come to our company.

## Date of the Business Commencement

15 MARCH 2017

## Factors in Selecting the Proposed Business

We choose our business is to fulfil the demand of people in Johor. This is because Johor have a larger pineapple plantation within Malaysia. Therefore, there will be high demand for our product. Besides that, we choose this business is to improve the industry in our country.

The government encourages this kind of business because it helps to improve the economy and the country's annual income.

Moreover, we choose this business because there is no company in Malaysia that produce Super Drill in planting the pineapples. It is our opportunity for us to grab this chance and produce invention. The most important is the customer are satisfied with our product.

#### Future Prospect of the Business

- ✓ Prospecting today is much more focused in providing our customers the effectiveness product by giving them our full commitment. It is to encourage the customers most like to get our products and full satisfy with our products.
- ✓ We want to be among the Leading Company in agriculture sector with successful to our customers. It is to make our company well-known in Johor.
- ✓ We are committed to excellence in providing mutual trust and satisfaction to our customers. It is to avoid customers feel doubt about our product.
- ✓ Lastly, we want to maximize our profit and produce the best product in fully the needs and wants of the customers.

## 1.1 Executive Summary

Maju Perkasa is build the combining the partnership in the company which is involve of six group partner. The partnership is Siti Fatimah Binti Eshak as a general manager, Nurul Hidayah Binti Mohd Napiah as administrative manager, Nurul Najwa Binti Che Abdul Mubin as a marketing manager and Nur Zakira Naqiyah Binti Zulkefli as assistant marketing manager, Ruhana Binti Othman as operation manager and Umi Sarah Binti Khadri as a financial manager. The location of Maju Perkasa is at Lot 765-A, Wisma Hajah Peah, Jalan Bahagia, 84200 Muar, Johor.

The company is the business of manufacturing agriculture tools. This is where we conduct our business with the aims to helping people that are need to easier the farmer work and increase yield production. We try to fulfil the public demand for agricultural product. We promised to provide the best product to customers. Agriculture is the one growing industry in our country in terms of business. Agricultural industry will be the catalyst to increase the nation's economy because companies with huge profits to pay high taxes to the government, so it's to increase the annual income of the country

To improve our production, we have planning and put the financial plan based on forecast to help the company can run smoothly. Our business operating with start-up expenses estimated at RM 300,000.

Then, to improve our production, we will generates sales revenue by advertise our product through banner and media massa. During the first year operation we plan and has arrange the strategies to increase sales by RM 368,000.