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BACHELOR OF SCIENCE ( HONS ) TECHNOLOGY AND  
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## **1.0 EXECUTIVE SUMMARY**

Agricultural Machineries Enterprise was established on January 2017 by six (6) of members through partnership. After planning, organizing and generating the ideas, we were register the company under Suruhanjaya Syarikat Malaysia (SSM) and started from that our company was running the business in 01 March 2017. The partnership of company are Muhammad Fakhurrodhi bin Zainal Ashirin as a General manager, Muhamad Haika bin Jafri as a Administrative manager, Muhammad Razif bin Ramli as a Operation manager, Ahmad Baihaqi bin Saidi as a financial manager, Arif Afendi bin Mahamat and Muhammad Nabil Zafran bin Zakaria as a Marketing manager. The location of this business is located at No. 2A, Jalan Ayer Songsang, Kg Mantai Nyalas, 77000 Jasin, Melaka.

The major product of the company is INNO-HORTECH Cutter that comes with the advance technology from the grass cutter. From the grass cutter, we were improvised and innovate the machine for more multi-purpose usage. This product can be used for all types of horticultural crop such as chili and corn. Basically, the planting distance between one corn plant to another corn plant is 1 feet or 2 feet. So, this blade already had been innovate with the length 12 inch and have the cover to protect the plants. Other than that, the upper of blade have on cover 50cm to hold the corn plants when cut the corn plants or paddy. Next, we also provide the services of machines and also the spare parts.

Our company also has the marketing strategy to ensure the product can be selling in the market. The main target market is a farmer because that kind of place has many farmers that involve in agricultural. From that location of company, we believe that location is very strategic place because Nyalas, Melaka is center between Tangkak, Johor and Negeri Sembilan. So, the retailers and personal seller also can get the benefits from the product of company. Therefore, our main focus from that business is to give the high quality of product or machine and also the services. Your satisfaction is our priority!