

# PROJECTS FOR HAPPINESS

## 2014



### Application Form (Project No: 015/14)

Projek Berimpak Tinggi Cendawan Tiram Kelabu  
Mohd Shahrill Riza bin Mohd Fadzilah  
Bachelor Degree in Business Administration  
(Honors) (Marketing)

Universiti Teknologi MARA (Terengganu)

#### INTRODUCTION

Entrepreneur Action Us, Enactus is a global, non-profit organization that is improving the quality of life and standard of living around the world by teaching the principles and values of free enterprise. Established in 1975, Enactus is now on 1500 campuses in 45 countries worldwide.

In order to become a developed nation by the year 2020, having full possession of an economy that is competitive, dynamic, robust and resilient, the culture of entrepreneurialism should be introduced as early as childhood. Enactus UiTM (Terengganu) has been promoting entrepreneurialism for the past eight years with success, benefiting more than 1.6 million people across the country.

More projects is aspired to complement the previously approved project and contribute to the pool of Enactus UiTM projects. This program will also provide rare opportunities for new Enactus UiTM (Terengganu) members to gain first-hand experience in conducting such project. Furthermore, Enactus UiTM (Terengganu) members will acquire a positive learning experience that falls in line with the university's philosophy in bridging classroom learning with reality.

The purpose of this proposal is to request for financial assistance and approval in successfully meeting the objectives of this project.

#### PROJECT OBJECTIVES

- To expose and help poverty community in Pulau Perhentian about the importance of Grey Oyster Mushroom and various product from mushroom.
- To be able to create suitable modules in a form of products to be included in the kit to be sent out to the community in Pulau Perhentian.
- To be able to deliver all the modules produced by Enactus UiTM (Terengganu) clearly and effectively.
- To encourage the villagers incorporate teamwork, leadership and communication skills in the program.

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### ACTIVITIES AND TASKS

#### Phase I : Training to the community (July 2014)

- Collaborate with JKKK in the villagers on the activities to be held.
- Implementation of the module at the respective places
- Brief the villagers on the objectives of the project.
- Train the villagers on how to conduct the modules and plantations.
- Consult a consultant on how cost supplementary is like to product of the mushroom

#### Phase II : Build mushroom shed (August 2014)

- Together build the mushroom shed with the villager

#### Phase III : Put the medium block to the shed (August 2014)

- Put in the medium block of the mushroom to the shed
- Collect the mushroom from the shed

#### Phase IV : Market & Sell the mushroom (September 2014)

- Help the villagers on marketing the product based on product, place, price and promotion.
- Customization from the villagers

### PROJECTS BENEFICIARIES

Enactus UiTM (Terengganu) recognizes the need and demand for mushroom for the villagers in Pulau Perhentian, Terengganu. Mushroom is becoming a hot catch in the market due to its multi-purpose. Thus, Enactus UiTM sees Grey Oyster Mushroom as a business with a lucrative return. Mushroom has many uses, not only as food but also for others and has been tackled by many. We can create many products like fresh mushroom in the market, mushroom soup, mushroom fried rice and many more. Nowadays they are sold with prices as cheap as MYR15.00 per kg and many people do not know the multiple uses of this Grey Oyster Mushroom. Through this project, Enactus UiTM (Terengganu) came up with Mushroom Module to allow the community to personally market their products without intermediary bodies, and generate a much worthy profit from mushroom products. The community will be able to experience a theoretical and practical learning process.

### EXPECTED PROJECT RESULTS

1. The community can depends on themselves without requiring any help from outsiders and they have their own income
2. The unemployed teenagers can start their own business back in their homeland.

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3. Encourage people to get involved in agriculture sector which can give them a lot of profit.
4. The community can look into agriculture sector when they graduate from university other than wanted to look for a job in the government sector.

### PROJECT TIMELINE

#### Phase I : (July 2014)

##### 3 weeks period

- Collaborate with JKKK in the villagers on the activities to be held.
- Implementation of the module at the respective places
- Brief the villagers on the objectives of the project.
- Train the villagers on how to conduct the modules and plantations.
- Consult a consultant on how cost supplementary is like to product of the mushroom

#### Phase II : (August 2014)

##### 2 weeks period

- Together build the mushroom shed with the villager

#### Phase III : (August 2014)

##### 2 weeks period

- Put in the medium block of the mushroom to the shed
- Collect the mushroom from the shed

#### Phase IV : (September 2014)

##### 3 weeks period

- Help the villagers on marketing the product based on product, place, price and promotion.
- Customization from the villagers

### BUDGET

#### A) Direct equipment & Supplies

##### 1. Mushroom Shed : **RM4,000**

Size : 10 feet x 10 feet (can put 1000 medium block)

Zinc Roof

Black Canvas

Wood and Materials

##### 2. Medium block RM2.00 x 1000 unit = **RM 2000**

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### **B) Marketing & Event Support**

1. Refreshment for the cocktail event with JKKK and volunteers  
Food expenses = **RM1000**

### **C) Staffing cost**

1. Professional fee and to the agricultural officer = **RM700**

### **D) Miscellaneous**

1. Market analysis to find target market, place, price, promotion & product = **RM1,000**

### **Students Expenses**

Travel : Ferry Fair x 12 times = **RM600**  
Lodging : Homestay for 12 times = **RM 1,000**  
Communications : Mobile phone = **RM100**  
Food allowance RM 20 x 12 times x 10 person = **RM 2,400**

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**TOTAL EXPENDITURE = RM12,800**