

## Business plan in establishing a hybrid-corn plantation

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### Abstrak

In this reform era; government determines a new policy in developing each region. Every regional government now has its own autonomy in planning, funding and allocating its profit, which is gained by itself. It is a great opportunity to all regions, which have rich natural resources.

The fact above motivates us to develop a new business, which use natural resources to take a profit, like in agribusiness. We consider that Kabupaten Cirebon fits our criterion, because ( 1 ) its location is not far from Jakarta, (2) we have known this region since six years ago and (3 ) it has quite rich of natural resources.

In implementing our aim, we establish a new company in the form of ?Perseroan Terbatas? (Limited Company - abbreviated as ?PT?), which is named PT Margo Karya Dipa. We make a comprehensive business plan to accommodate and to facilitate our aim to be true. In this comprehensive business plan, we can know the characteristic of agribusiness like competition, market and prospect rate of return. We hope that this business plan can help our company to grow and give us profitable return.

As a start-up, Margo will explore hybrid corn plantation. In the future, Margo will develop its business through another commodity in agribusiness and also in another sector like financial sector, animal husbandry and other investment in natural resources.