UniRazak is the BeST in its class

UNIVERSITI Tun Abdul Razak’s (UniRazak’s) Centre for Executive Education (CEE) was one of eight universities chosen by Malaysian Biotechnology Corporation to hold training to develop entrepreneurs and professionals in biotechnology.

CEE organised the Biotechnology Special Training (BeST) Programme with the School of Executive & Entrepreneurship Development. The latest intake recently concluded its programme in May where it presented its business ideas for new products and services in biotechnology.

The winners from each of the eight universities participated in a national competition, the BeST National Business Plan Competition 2010, in which they presented their business plans.

UniRazak’s entrant, Progreen Sdn Bhd (formerly Greentech Sdn Bhd), won the first prize and RM3,000.

The team consisted of Azren Aida Asmawi, Rozana Bonir, Nurul Hosna Ahmad Tarmizi, Remuka Devi Chandra Mohan and Siti Fazizatul Mzd Zain. Azren won the best presenter award.

Progreen’s business plan involved the development and marketing of new biodegradable food containers produced from paper sludge. It called the containers ‘G-Pack’.

‘G-Pack’ is more environmentally friendly than polystyrene-based food containers and cheaper than competing products that are made from plant waste instead of paper sludge. ‘G-Pack’ is heat and water resistant.

The group will market the product if it gets funds.

Due to the preparation and training given by UniRazak and Progreen’s mentors, Geltan Consultancie, Progreen developed a business and marketing plan that venture capital companies and biotechnology companies felt was a viable business proposition.

The judges found the presentation of the business plan first class, which instilled the belief and conviction in the team that its business plan was well-researched, marketable, practical and profitable.

The Progreen presentation was judged on presentation skills and content, which included market analysis, marketing strategies, product, price and packaging decisions, supply chain management, human resource planning, advertising and promotion, legal and regulatory issues, product development, budget, project timeline, implementation, and profit and loss overview.

For details, call 03-76277000, email crm@unirazak.edu.my or visit www.unirazak.edu.my

UniRazak’s entrant, Progreen Sdn Bhd (formerly Greentech Sdn Bhd), won the first prize and RM3,000 at the BeST National Business Plan Competition.