UNIVERSITI Tun Abdul Razak's (UNIRAZAK) Centre for Executive Education (CEE) was one of eight universities chosen by Malaysian Biotechnology Corporation Bhd to hold a special series of training to develop entrepreneurs and professionals in the field of biotechnology.

Called the Biotechnology Special Training (BeST) Programme and organised in collaboration with the School of Executive & Entrepreneurship Development (S.E.E.D.), the latest intake of biotechnology graduates concluded their BeST programme on May 27 with an event in which they presented their business ideas for new products and services within the biotechnology arena.

The winners from each of the eight universities then participated in a national competition, the BeST National Business Plan Competition 2010, in which they presented their business plan and were judged on many different criteria.

UNIRAZAK’s candidate, Progreen Sdn Bhd (formerly Greentech Sdn Bhd), went on to win first prize in this national competition. The team consists of Azren Aida Asmawi, Rozana Boniran, Nurul Husna Ahmad Tarmizi, Renuka Devi Chandra Mohan and Siti Faziatie Md Zain. Azren Aida also won the best presenter prize. The team won RM3,000 for their excellent effort and results.

Progreen’s business plan involved the
development and marketing of new biodegradable food containers produced from paper sludge, which they call the "G-PACK".

More environment-friendly than current polystyrene-based food containers and cheaper than competing products which are made from plant waste instead of paper sludge, the durable G-PACK is both heat and water resistant, with several prototypes already developed.

If given enough funding, the group plans to start marketing this product.

Due to the preparation and training given by UNIRAZAK and Progreen's mentors, Geltan Consultancies Sdn Bhd, Progreen was able to develop a business and marketing plan that venture capital companies and biotechnology companies felt was a viable business proposition, and the best of the competition.

In addition, the presentation of their business plan was first-class and instilled the belief and conviction that their business plan was well-researched, marketable, practical, and profitable.

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

UNIRAZAK is proud to have been able to develop such an outstanding team and a national winner, and heartily congratulates Progreen Sdn Bhd.

About the university
UNIRAZAK is a boutique private university dedicated to innovation, leadership and entrepreneurship. Besides conventional degree programmes, it offers unique, niche undergraduate and postgraduate programmes that specialise in focused disciplines.

Its vision is to become the leading institution in quality education and human capital in niche areas.

For more information, visit www.unirazak.edu.my, call 03-7627 7000 or e-mail crm@unirazak.edu.my.