

**CONVERTING AGRICULTURE PARTICULARLY BANANA COMMODITY,
INTO A SUCCESSFUL BUSINESS VENTURE IN MALAYSIA**

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Agriculture remains an important sector of Malaysia's economy beside manufacturing and services. On Ninth Malaysia Plan (RMK-9), this sector focuses to increase its value added to the economy. New approach such as large scale commercial farming, extensive use of modern technology and involving farming entrepreneur will be implemented to boost our agricultural sector. By taking advantage of the tropical climate, politic stability and seldom experiences natural calamities, banana business can be a good business to venture into as there are huge potentials for fresh and by-product for local and international markets. The potential downstream activities are not limited to the food industry alone but also in the manufacturing industry. The best way to start venturing into this promising banana business is through Synergy Farm Franchise Farming Program as it offers a complete package from consultation, transfer technology, training and marketing for agro-entrepreneur. Funding facilities are in place and support from state governments and Ministry of Agriculture in providing land for the program. All we need now is a dedicated genuine agro-entrepreneur to join and venture into this business and most importantly support from the government and its related bodies in realizing a vision to commercialize banana commodity in Malaysia.