

MATLAMAT PELAN KORPORAT

CORPORATE PLAN OBJECTIVES

MATLAMAT UMUM

- ✘ PP sebagai institusi berdayamaju dalam bidang perkhidmatan sokongan pertanian;
- ✘ Pewujudan peladang komersil yang berdayasaing dan memberi sumbangan kepada sektor pertanian selaras dengan matlamat transformasi pertanian melalui pergerakan PP; dan
- ✘ Pembangunan dan pengukuhan rangkaian aktiviti-aktiviti PP.

GENERAL OBJECTIVES

- ✘ PP as a viable institution in the area of agricultural support services;
- ✘ The creation of commercial farmers that are competitive and contributing to the agriculture sector in line with the objectives of transforming agriculture through the PP movement; and
- ✘ The development and network strengthening of the PP's activities.

MATLAMAT KHUSUS

- ✘ Pengukuhan kedudukan kewangan PP sebagai badan perniagaan peladang;
- ✘ Pengukuhan perkhidmatan sokongan strategik PP dalam aktiviti-aktiviti kejenteraan ladang, pengangkutan dan kemudahan asas infrastruktur ke arah pertanian moden;
- ✘ Peningkatan dan penglibatan PP dalam aktiviti-aktiviti strategik seperti pengeluaran benih, pembangunan industri asas tani dan pasaran eksport;
- ✘ Pembangunan dan penglibatan ahli PP dalam pengeluaran, pemasaran dan pemprosesan hasil-hasil pertanian;

SPECIFIC OBJECTIVES

- ✘ Strengthening the financial position of the PP by virtue of it being a business entity for farmers;
- ✘ Strengthening the strategically support services of the PP viz. farm machinery services, transportation and basic infrastructures required for modern agriculture;
- ✘ Enhancing the involvement of PP in strategic activities such as in seeds production, agro-based industries and the export market;
- ✘ The development and involvement of PP members in production, processing and marketing of agricultural produce;

- ✘ Pewujudan 10,000 usahawan peladang sebagai pemangkin kepada program pemodenan dan transformasi sektor pertanian;
- ✘ Pengurusan dan pembangunan modal insan LPP dan PP;
- ✘ Pengukuhan rangkaian aktiviti pembekalan, pengeluaran, pemprosesan dan pemasaran PP secara bersepadu; dan
- ✘ Pembangunan sistem teknologi maklumat ke arah meningkatkan keberkesanan sistem penyampaian (delivery system) di LPP dan PP.

- ✘ The development of 10,000 entrepreneur farmers as catalysts to support the transformation and modernization program of the agricultural sector;
- ✘ Development and management of human capital in LPP and PP;
- ✘ Integrated network strengthening of supply, production, processing and marketing activities of PP; and
- ✘ The development of information and communication technology to enhance the internal and external delivery system of LPP and PP.