



**UNIVERSITI TEKNOLOGI MARA**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT 300)**

**THE HEALTY MOO ENTERPRISE**

**PREPARED BY:**

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**DIPLOMA IN PLANTATION AND AGROTECHNOLOGY**

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## **EXECUTIVE SUMMARY**

This business is based on partnership where it consists of five members. The members consist of General Manager, Marketing Manager, Operational Manager, Administration Manager and Financial. The business capital is amount to RM 233803 where the total contribution for General Manager is RM70140.90 while others RM40915.525.

The Healthy MOO enterprise is a company that provide product such as HALAL live cow. We also provide services such as delivery service for the convenience of our customers. Besides that, we also take order for big occasion too, such as Hari Raya Aidilfitri or any event that require our products. Our commitment to excellence in providing our product and services for our customers is to deliver a good image for our company as it is good for a long term plan.

Our business will be expected to commerce in 12 February 2016 and our vision is to make our company a well-known, established and satisfied by our customers. Besides that our goal are to achieve our mission, to provide the best quality of HALAL live cow and to be a successful and competitive.

We are venturing this cow industry due to high demand in live cow of quality HALAL in industry of cow supply. Besides that, we choose this business because we want to support governments policy of agricultural expansion, which is ‘pertanian adalah perniagaan’.

We expect that our business in the future can be expanding by creating more branches in Sarawak. Besides that, we also hope that we can upgrade and improve our standard and quality of HALAL product by using modern technology and facilities.



## **2.0 PURPOSE OF THE BUSINESS**

- A guideline on our daily operation
- As medium to convince our cleaning material suppliers
- To control our business activities
- To help us to understand our business
- To obtain loan from a financial institution to run our business

## **2.1 MISSION**

- To provide the best quality and healthy cow
- To provide excellent customer service
- To become more creative by using of inventing new technology to make our working style become more efficient and environmental friendly

## **2.2 VISION**

- The vision of our business is to make the healthy moo as the best and most successful company to hold the market share around the Kota Samarahan area and also Kuching area.

## **2.3 OBJECTIVE**

- To achieve our vision and mission
- Provide the best quality of HALAL live cow
- To be successful and competitive with other competitor
- To get high profits and high demand from market.