

**UNIVERSITI TEKNOLOGI MARA**

**A STUDY ON THE POSSIBILITY OF KO-  
HAIWAN TO VENTURES INTO BEEF CATTLE  
FARMING**

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## ABSTRACT

The Beef cattle farming in Sabah is still not ventured deeply by any individual or corporative and currently the state is only manage to produce 26% of beef meat to meet the local demand. This is sourced from all over Sabah and mainly through the contribution of small farmers. Most of the beef cattle are reared either in the oil palm or at the backyard of their houses. Therefore, this study will look into the possibility of KO-HAIWAN to venture into Beef Cattle Farming business as it diversifying activity. This study will also concentrate and analyze on the suitability, profitability and sustainability of beef cattle farming business. The study envisaged that there should be more coordination between the public and the private sectors and beef cattle – raising farmers. Most of the respondent is male which is a 69% or 104 respondents out of 150 respondents. The study found out that KO-HAIWAN should ventures in BCF based on findings that the majority respondents, example 122 out of 150 or 81.33% agree to this.

## ACKNOWLEDGEMENT

This Applied Business Research is a continuous learning experience through which we have gained a deeper understanding of both the topic under research and the entire research process. It also puts a closure to the EMBA student and we have grown from a person that had no sense of research at all to one that has found an identity within the circle of managing research. Along the way, we have received numerous help from many great people, ranging from EMBA classmates to friends and families. Without the generous support and guidance we got from them, we would not have gone this far or achieve anything we can present here. We are lucky to have them around us and feel deeply indebted to them. We would like to express our most sincere appreciation to all of them.

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