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FUNDAMENTAL OF ENTREPRENEURSHIP  
(ETR 300)

IMPIAN JAYA DAIRY FARM ENTERPRISE

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**IJDF Ent.**



## 1.0 EXECUTIVE INTRODUCTION

### 1.1 EXECUTIVE SUMMARY

The demand of dairy milk increased every year. This is the opportunity to establish our company which is Impian Jaya Dairy Farm Enterprise. IJDF ent. is a company that process and manufacture of dairy milk product. The establishment of our business is at Kg. Simpangan and Kg. Lotong, Kota Marudu. The reason why we choose Kg Simpangan and Kg. Lotong is the land is owned by the general manager and the land is safe which no flood and the land is flat and good for plantation of grass. This business will gain high profit if the management is in superb condition. From the dairy milk, we can produce a fresh dairy milk, yogurt, cheese and butter but for a new comer like our company, we decide to produce fresh dairy milk only.

The administration progress is the first step to build the foundation of this project. This area is building the agreement between this company towards individual to achieve mutuality and success. . Then, we determine the location and types of building we desired to build our farm. Our administration managed to allocate the money efficiently. We have discussed vision, mission, and objectives of this company. We set the strategy to assist us in tackling this project successfully. The organizational structure had been constructed to determine who will in charge the specific department with their task. We are also constructed the agreement between the worker and this company in term of employees incentive scheme and the schedule of remuneration. All the contributions, stationeries, fixture and fitting had been listed to be calculated in the overall expenses for administration department. Lastly, the administration area has been planned.