



UNIVERSITI TEKNOLOGI MARA

SABAH

ENT/ETR 300

FUNDAMENTAL OF ENTREPRENEURSHIP

DECEMBER 2009 – MAY 2010



LE CERF ENTERPRISE

PREPARED FOR:

MADAM HASNAWATI

PREPARED BY:

**FARAH AIN BTE ADNAN
EFFMAWIE BIN MOHD AFENDY
ISFALELA ISMAIL**

**2007409822
2007132481
2007292962**

DATE OF SUBMISSION:

20 APRIL 2010

Acknowledgement

First of all, we thank Allah for His bless because there were too many barriers, changing plan when this business project started but finally we chose this type of product and finish it well. There were a lot of helping hands when we are doing this Business Plan, because of them we managed to do it well. We would really like to express our thousands thanks to all of them, especially to the beloved ones which are:

1. Madam Hasnawati our beloved lecturer
2. Mr Boyd Sun Fatt our beloved

We really appreciate the helps and tips given by directly or indirectly to improve our business project. The advices given were not wasted as we try hard to achieve the expectations that our lecturer needed.

Our main priority is to produce and process the deer's meat and turn it to a nugget and patty burger product. Although it is still new in market but we strongly believe that it will get a positive response from the customer since it is the first product made from the fresh and sweetness deer meet back from the farm.

We were really thankful that ETR 300 is one of our courses because we had learn many things in this course and we will treasure it. It is very useful for us and we can use it in the business area someday. So now, we will stand together towards our Business Plan for whatever it takes.

2.5 Job Designation	24
2.6 Job Description	25-27
2.7 Employees Incentive Scheme	28-29
2.8 Office Premises & Factory	30
2.9 List of Office Equipment	31
2.10 Office Furniture	32
2.11 Office Stationery	33
2.12 Office Utilities	34
2.13 Monthly Expenses	35
2.14 Business Registration and License	36
2.15 Insurance and Road Tax	36
2.16 Administrative Expenses	37

TABLE OF CONTENT

TRANSMITTAL LETTER	i
ACKNOWLEDGEMENT	ii
1.0 INTRODUCTION	
1.1 Introduction to Business Plan	1-2
1.2 Company Name & Logo	3
1.3 Business Plan Purposes	4
1.4 Company Background	5-6
1.5 Partnership Background	7-10
1.6 Letter of Partnership Agreement	11
1.7 Agreement Condition	12-15
1.8 Location of Business	16-17
2.0 ADMINISTRATION PLAN	18
2.1 Introduction to the Organization	19
2.2 Objective of the Organization	20
2.2.1 General Business Description	20
2.3 Organizational Structure & Chart	21
2.3.1 Organizational Structure	21
2.3.2 Organizational Chart	22
2.4 Office Layout	23
2.5 Job Designation	24
2.6 Job Description	25-27
2.7 Employees Intensive Scheme	28-29
2.8 Office Premises & Factory	30
2.9 List of Office Equipment	31
2.10 Office Furniture	32
2.11 Office Stationery	33
2.12 Office Utilities	34
2.13 Monthly Expenses	35
2.14 Business Registration and License	36
2.15 Insurance and Road Tax	36
2.16 Administrative Expenditure	37

3.0 MARKETING PLAN	38
3.1 Marketing Analysis	39
3.2 Target Market & Marketing Segment	40
3.3 Market Size	41
3.3.1 Competition	41
3.4 Strength & Weaknesses of the Competitors	42
3.5 Market Share	43-45
3.6 Sales Forecast	46
3.7 Products	47
3.8 Price	48
3.9 Promotion	49
3.10 Promotion Budget	50
3.11 Distribution Strategy	51
3.12 Marketing Expenditure	52
<hr/>	
4.0 OPERATIONAL PLAN	53
4.1 Plan / Office Location	54
4.2 Operational Objective	55
4.3 Period of Working Hours	55
4.4 Suppliers of Raw Material	56
4.5 HALAL Procedures & Logo	56
4.6 Factory Layout	57
4.6.1 Description of the Process & Factory Layout	58-60
4.7 Process Flow Chart	61
4.7.1 Description of Symbols	61
4.7.2 Process Flow Chart for Nugget	62
4.7.3 Process Flow Chart for Patty Burger	63
4.8 Materials Requirement	64
4.8.1 Material for Nuggets Production Per Day	64
4.8.2 Material for Patty Burger Production Per Day	64
4.9 Machine and Equipment	65-66
4.10 Cleaning and basic equipment	67
4.11 Operation Cost & Cost per Unit	68
4.11.1 Stock for deer's meat	68
4.12 List of Operational Personnel	69
4.13 Schedule Remuneration	70
4.14 Operation Overhead	71
4.15 Operation Expenditure	72

1.0 Introduction

1.1 Introduction to Business Plan

There are a lot of types of meat nowadays all over the world and including Malaysia. At Sabah, mostly these types of meats are very popular in cooking and frozen food. These meats are Chicken, Rabbit, Goat and other meats. So, based on the opportunity that we can count on we are bringing something new to the food industry. Deer meat is what we are selling and manufacturing to be a nugget and also a patty burger. It is still new in the market. Thus, we still have plenty more to catch up based on what is demand and to satisfy people needs and wants.

Here we wanted to promote not only something new to the industry but also a product made from the Bumiputera of Sabah. That brings the meaning made by the Sabah people. Instead of promoting our product we represent the local people too who can manage the product.

The reasons we choose the deer's meat as our business plan are because:

1. We want to promote deer's meat throughout Malaysia.
2. We want to create more job opportunities as for the local people.
3. We want to promote our product and give all out to the customers.
4. Based on the demand and the opportunity that we see.
5. It is a Halal food.
6. We want to satisfy the customers based on their needs and wants.
7. It is suitable to all ages but not for babies.