

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
( ETR 300 )

Q-PRO ENTERPRISE

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22 OCTOBER 2008

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Truthfully yours,



(MOHD AFFANDI BIN JINIR)

General Manager,

Q-PRO ENTERPRISE

## **ACKNOWLEDGEMENT**

First of all, thanks to God for all His kindness because give good health, strength and understanding between us in finishing this business plan. It is a new exciting experience for all members in this group.

A lot of thanks also for Mr. Sabki Hj. Suhaili and Mdm. Rozlianah Fitri Said as tutor, for their advice and support in helping us to finish this business plan. Miss Jacqueline Koh as MEDEC coordinator, thank you very much because always have time for us even she is so busy.

For all members in this group also, thank you because put much effort together and give cooperation in finishing our business plan.

To all persons, friends and lecturer that involved directly or indirectly in preparing this business plan, we also would like to thanks for all your kindness.

## INTRODUCTION OF ORGANIZATION

### 1.0 INTRODUCTION

Nowadays, breeder demand in our country increase within the growth of our country community especially in quail market. However, there is a worried that our quail supply especially from the small owner started to be decrease. Besides that, the less number of competitor in quail market especially at Sabah makes our group develop in quail production to be an alternative way in order to add the quail supply were enough for us future.

Our group chooses the in quail production because it can give many benefits:

- i. To fully demand of quail market in our country
- ii. Easy breed maintenance of quail
- iii. Can give high returns profit
- iv. Quail meat was delicious and has special quality

Our business will be named Q-PRO ENTERPRISE derives from the capital word of quail and PRO mean production of quail. To begin our business, we need:

- i. Land – As for our office building and quail cage. Our location must be at strategic place to ensure our product can be producing well.
- ii. Cash – We make a loan from banks such as Agro Bank, apply subsidies from government like FAMA, MARA and SAFMA. Besides that we also have our own equity in cash term; each of us gives RM 45,000.00 to start our business.

Besides that, Sabah government gives support to smallholder owner especially in breeder market to modernize and develop the industry. By the way, we are confident that this quail market can give a benefit and profit to our company.