

UNIVERSITI TEKNOLOGI MARA
CAWANGAN SABAH

DIPLOMA IN PUBLIC
ADMINISTRATION (AM110)

ETR 300 : BORNEO FIDLOT

PREPARED BY:

SUZAINIE BTE SARI	(2004252644)
NURATFINA DOLLAH OMAR	(2004402438)
HARTINI BTE AZMI	(2004252868)
RISALLEN SOO CHEE KHUIN	(2004252770)

EXECUTIVE SUMMARY

In the modern era, there are several of business exist in this world especially in Malaysia. Usually the entrepreneurs involved in the business that produce product or provide service. However, it is belongs to entrepreneurs to decide types of business that they use. The entrepreneurs must make a effective and efficient decision to ensure the business is operate smoothly. Each business may give profit or loss to the entrepreneurs but it belongs to the way that entrepreneurs manage their business. Usually the motive of entrepreneurs open a business is to gain maximum profit.

According to the circumstances of the economic and total of service that exist now in Sabah, our group had choose to involve in servicing industries. The name of our business is Borneo Fidlot. Our location of business situated at Lahad Datu. This kind of business have good opportunity to gain profit and contribute to the economic development of our country. This business is profitable because according to our survey the demand for cow livestock is high.

Our target market in this business are Lahad Datu, Semporna, Tawau, Kunak and Sandakan area. Our target market also is dividing into 3 that are cold storage, butcher and individual.

Furthermore, based on our survey we have one (3) competitors but their business were operate at Felda area. The location of our business is strategic because it is at the main road of Lahad Datu - Sandakan at KM 16. We believe that we can challenge our competitors based on our advantages.

To conclude, this kind of business shows bright future for our company, which gives high profits. We also believe that our company can maintain in this business.

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2.0 ADMINISTRATION PLAN

GOALS

The management is very important in terms of to achieve the organization goals which is has been sets. It is because, that is a process to integrate the sources, tasks and the functions that connected each other.

All the systematic task in admin the organization sources and do the task nicely will go to the organization goals achievement and furthermore, the planning that used will be the guideline so that the tasks will be doing in smooth and excellence.

STRATEGY

In our objective to achieve goals, several strategies have been made and we believe that, this is the effective strategy in helping us to achieve our goals, the strategy are as follows:

- a) Make sure the cow meat that produced by us can fulfil the customer needs.
- b) Provide systematic services that handy in all aspects.
- c) Make sure the delivery service is arrive to the customer as soon as possible
- d) Staff working with fair and honest.
- e) To take care the cleanliness of our feedlot and organization surroundings and staff appearance
- f) Searching and analyze all weaknesses and problem faced by our organization from time to time to increase the business productivity.