

MARA UNIVERSITY OF TECHNOLOGY

CAMPUS KOTA KINABALU

FUNDAMENTALS OF ENTREPRENEURSHIP

(ETR 300)

YIFA GOAT ENTERPRISE

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Preface

Firstly, we would like to appreciate to Mdm. Jasmine David for giving us this task to make us more interested on entrepreneurship. In the subject of ETR 300 we learn about the fundamental of entrepreneurship where at the end of the learning we are able to understand the concept of entrepreneurship. Besides that, we also like to thanks our lecturer, PM Mat Yasin for teaching us on details relating to the entrepreneurship.

Secondly, thanks to our tutor, Mdm. Adelina Ebun for helping us in our business planning. She also had been very responsive and concerned about our work. We are very grateful and lucky under her supervision where we can complete our business plan on time.

In this planning proposal, we include all the data relating to our business planning which is breeding goats. In addition, we prepared an administration plan, operation plan, marketing plan and financial plan so that it will be easier to refer. We hope this proposal will success and convenience to the panel to understand. Thank you.

1.0 Introduction

Recently, demand in livestock is highly increasing from time to time. As we all know, consumers are more likely to eat meat because meat can provide us a lot of energy to let us do everyday activities. Therefore, our group had decided to choose the feedlot system as our entrepreneurship project.

Moreover, we would like to introduce on our business planning. We are planning to make a feedlot farm and the livestock that we are going to sell is goats. As all member of our group had agreed to rename our business as **YIFA GOATS ENTERPRISE**. Our concept of business is partnership concept which only consists of the members of this group.

To start our planning business, we need:-

- a) Capital - Our capital is derive from each of the member and loans from selected bank that provide low in interest, such as Bank Pertanian Malaysia, MARA, and other banks.
- b) Land - Land is very important to our business planning because we need to build a feedlot farm for the goats, to build an office, and more. Furthermore, we are planning to open our business planning at Kuala Penyu, Sabah..
- c) Livestock - We needs to have our livestock that is goats to run our business. Therefore, we are dealing with Jabatan Haiwan to give us some of the goats for our starter and later, we will buy from them on our own capital.