

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

AGROTERNAK ENTERPRISE

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BUSINESS INTRODUCTION

AGROternak ENTERPRISE is a business that focuses on goat meat, breeding and sweet corn production. The meat goat and corn are high demand nowadays in the market. Almost restaurants, hotel and other people like to eat meat goat but the current price of fresh meat goat are expensive in market. For the reason, we produce the goat meat to the people. Goat also are needed especially during festive season like Hari Raya Korban or Deepavali. Our business had Halal recognition from Majlis Ugama Islam Sabah. Goat producing also low in competition because people produce goat only in small scale and in traditional method. We also produce sweet corn. Sweet corn is he second cereal after rice and high content of vitamins. All of our field is about 8 hectare only.