



DIPLOMA IN ELECTRICAL ENGINEERING (ELECTRONIC), EE111

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SUBMISSION LETTER

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Madam SitiMardinah
Lecturer of fundamental of entrepreneurship (ENT300)
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Dear Madam,

Submission of Business Plan

Referring to the matter above, I'm Felix Ceilomond, as the general manager would like to submit the business plan for your analysis and references.

We have tried our best to prepare this business plan with all data compiles for your good judgements. This working paper is a group effort and all experiences gained are valuable lesson for entire group members.

We hope that our business plan will satisfy your requirement for this subject (ENT300). We also hope that our business plan can give some useful benefits to other people especially as a reference material for the future.

Yours sincerely,

(Felix Ceilomond)

General Manager

EXECUTIVE SUMMARY

This business is based on partnership where it consists of five members. The members consist of General Manager, Operational Manager, Financial Manager, Marketing Manager and Administrative Manager. The business capital is amounted to RM423,661 where the total contribution for each member is RM164,305 and the rest is from Agro Bank.

CMF FARM is a company that provides cow livestock, cow's meat and fertilizer for our customers. We also provide a delivery service for the convenience of our customer. Besides that, we also take orders for big occasion too, such as Hari Raya Qurban, or any event that require our products. Our commitment to excellence in providing our product and services for our customers is to deliver a good image for our company as it is good for a long term plan.

Our business will be expected to commence on 1st January 2012 and our vision is to make our company a well-known, established and satisfied by our customers. Besides that our goal are to become one of Malaysia's largest suppliers of cow based product in 2 years and to supply customers with good quality and "halal" product. This will be realized by the full cooperation and efforts among all the partners in this company.

We are venturing into this cow industry because we believe that this industry has the potential of being a profitable business if it done efficiently and effectively with large scale and systematically managed.

We will expect that our business will become more developed and established in the near future because the demand for livestock cow and its meat is increasing. This will give more advantages for us to make our product more profitable and stable in the long run.

INTRODUCTION TO BUSINESS PLAN

Name of company

Our company's name is CMF FARM. The name given is linked with our product which makes our company's name very suitable and appropriate. We believe that our company's name can attract customers because the name given is straightforward, simple but nice and does not make the customers confuse. Besides that we chose the given name because it shows that our company is specialized in cow industry and from the word "CMF" itself indicate that not only we provide livestock, but also its meat and fertilizers.

Nature of business

We have chosen to venture in cow industry and our main expertise is on selling and supplying products such as livestock cow, meat and its fertilizer. Besides that we also provide service such as slaughtering cow for supplying meats and delivery services as one package for buying our products.

Location of a business

Our company address is located at Samarahandistrict. It is very important to choose a strategic location since it can affect the business profit. We believe that our location is very strategic because the area has not been explored by companies that deal with cow industry and it is an opportunity for us to open the business in that area.

Factors in selecting the propose business

Our company chose this business since not many are exploring this business and as a businessman, the less the competitor the more the profits. We also chose this business is due to support government's policy of agricultural expansion. We believe with or knowledge and expertise in cow industry will enable us to grow more stable in the future. The other factor is the demand of foods, especially cow's meat as the increase of population.