

اَوْنِبُوْ رَسِيْتِيْ بِاْتِيْكَوْ لُوْ كِيْ مَوْبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN



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SUBMISSION DATE:

14 & 15 MARCH 2017

CHECKED,

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COVER LETTER

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5th March 2017

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

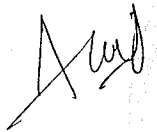
Allude to the subject stated above; we would like to submit the proposal of our final project paper of Fundamental of Entrepreneurship (ENT300) subject.

2. This business plan was completed according to the guidelines and requirement given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which is started with general manager followed by the administration, marketing, operation and financial managers.

3. We are hoping that our business plan which we recommended does fulfil your obligations. If there are any errors or lacking, we are expecting and appreciating any comments or remarks on them in our project. This will greatly help us improving it and are also for our knowledge as well.

4. Thank you for your guidance and time to go through our business plan and analyzing it. Based on the efforts that we made, we hope that you will approve this business plan. May the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,



(NUR FARAH AMIRA BTE MUSTAPPA KAMAL)

General Manager
Cattle House Farm

ACKNOWLEDGEMENT

This project is a synergistic product of many minds and has been accumulated over the last few months. This has been a special project brought to fruition through the efforts of some very special people. Many people contributed enthusiastically to this project, which really came together in the last few weeks before deadline.

Firstly, we would like to thank Universiti Teknologi MARA Johor who has granted us this opportunity to prepare a project which has helped us to gain knowledge besides our studies and which is also definitely going to be useful in the future.

We owed a deep sense of gratitude to our project guide, Miss Siti Nordiyana Binti Isahak for his cordial support, valuable information and guidance which helped us in completing this task through various stages.

Next, we would also like to place on record our deep sense of gratitude to our parents for financial wisdom and inspiration that have guided and helped us from day one.

We are obliged to staff members of Wasilah Farm that we visited for the valuable information provided by them in their respective fields. We are grateful for their cooperation during the period of our assignment.

Last but not least, we would like to take this opportunity to thank all those who have contribute their continuous guidance, valuable insights as well as precious time for this project. Without their encouragement, this project would not be possible.



1.0 EXECUTIVE SUMMARY

Entrepreneurship is a process of innovation and new venture creation through four dimensions which includes individuals, organization, environment and institution. Entrepreneurs are individual who actively form are lead their own business nurture them for a growth and prosperity. In order to form a business, there are quiet numbers of phase that should be understood and develops by entrepreneur

Cattle House Farm is a business that selling, breeding and supply live stock. The business is located at Lot 321 Jalan Haji Hamzah Felde Ayer Hitam, 86100 Kluang, Johor. We choose this business fields because we want to develop and improve agriculture sector in our country. Cattle House Farm will excel due to its attention to detail regarding our users. Through unheralded user's attention, Cattle House Farm will slowly but surely gain market share.

Apart from that, we believe that we will successfully compete with our competitors in a few years ahead. Cattle House Farm saw the opportunity that this business has the potential of success provided that it is handled efficiently.

Finally we are planning to expand our business and we aims to become one of the best Malaysia's leading entrepreneur in breeding and supply industry through the breakthrough of the product market into the international market.