



MARA UNIVERSITY OF TECHNOLOGY
SAMARAHAN CAMPUS
SARAWAK

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)
“BOER BREED”

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DIPLOMA IN PUBLIC ADMINISTRATION, AM110

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1.1 EXECUTIVE SUMMARY

The name of our company is BOER BREED. We choose this name because the core of our business is breeding Boer goat. Our business entity is partnership and in our company there are four members that are responsible in every role that is general, administration, marketing and financial. Each partner in our company contributes the same amount of capital to the company. Our main business is breeding Boer goat and the production of its meat.

In our company, we have agreed that Muhammad Khairudin Bin Suut as the General and Administrative Manager. Mohamad Al Hafiz Bin Sapuani as the Marketing Manager, Nizamudin Bin Samsudin as the Operation Manager and last but not least Shah Amirull Syahiran Bin Rajak as the Finance Manager. All managers are responsible in handling their job and in the production of this company.

The management team will be led by the General Manager and assist by the other executives. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Executive is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operational Executive is responsible to the entire job that related to the operation and will supervise and coordinate the operation of the business. The Marketing Executive will responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Finance Executive will handle the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

1.2 LETTER OF SUBMISSION

Diploma in Public Administration,
Faculty of Administrative Science and Policy Studies,
Mara University of Technology (UiTM),
Campus Kota Samarahan,

Mrs. Siti Mardinah Binti Abdul Hamid,
ENT 300 Lecturer,
Mara University of Technology (UiTM),
Campus Kota Samarahan,

Madam,

SUBMISSION OF THE ENTREPRENEURSHIP BUSINESS PLAN

With reference to the above matter, on behalf of my group, I am Muhammad Khairudin Bin Suut, the General/Administration Manager of BOER BREED submits our business plan on the actual date as planned.

2. This report includes our business profile, administration, financial, marketing and operation plan plus all other information which is considered as important details for our business.
3. We hope that you will be satisfied with our business plan. Your kindness and cooperation is much appreciated.

Thank you.

Yours truly,



(MUHAMMAD KHAIRUDIN BIN SUUT)

General / Administration Manager of
BOER BREED

1.5 INTRODUCTION TO BUSINESS PLAN

Once a maxim have said 9/10 of the sources of wealth in this world are by doing business and the remainder is agriculture. Holding with this saying and with a little bit of modification, our company which is Boer Breed have decided to combine business and agriculture in our business venture with mounting hope to be successful in the world of entrepreneurships. Boer Breed is a partnership business ventures in agricultural business which is breeding Boer goat and production of its meat. The business is base on agriculture and our company is striving to commercialize it and be one of the pioneers in this industry. The business is in form of enterprise which consists of four shareholders. All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We chose this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time.

1.5.1 NAME OF THE COMPANY

The name of our company is BOER BREED. We had chosen this name to symbolize the business we are engaging that is breeding Boer goat and selling its meat to potential buyers. This name has been decided with the consensus of all the members of shareholders who are responsible for the commencement and establishment of this company with the approval of the Inland Revenue Board (business registration department). With this name, we are looking forward to endeavor in producing our product with the highest quality and fulfill our clients demand and satisfy them thus make BOER BREED to be a well known company in this country and other countries soon.