



UNIVERSITI TEKNOLOGI MARA

FUNDNMENTALS OF ENTREPRNEURSHIP
ENT 300

FAAMZ CORPORTION

PREPARED BY:

MUHD. AMIRUL ASYRAF B. MD . ASRI	(2011820136)
SITI AIDAH BTE. SAMIR	(2011194001)
SITI FATIMAH BTE. SAID	(2011552075)
ZUBAIDAH BTE. ABD. WANAB	(2011788275)
MUHAMMAD NUR B. MOHD A RIF	(2011102871)

PREPARED BY:

MR. KAMARULZAMAN BIN ISHAK

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FAAMZ CORPORATION

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EXECUTIVE SUMARRY

We, FAAMZ Co. intend to start a business of making a product called goat milk and supplying goats and cows. The plan recognizes the necessity for capital planning and customer focused. FAMA predict that the demand for cows and goats will increased at a rate of 1.28% per annum for the household sector, and 6.98% for factory sector and that has led us to put more effort for the success of this business.

Our business will sell cows like ordinary bred in Malaysia as Kedah-Kelantan (KK), cross Kom, Brahman, Hereford, Angus, Shorthorn Charolais, Simmental and we also sell Katjang goats, Boer and hybrids. These types of livestock Is easy to be preserved and have resistance against infectious diseases. In marketing process, we as breeders will sell our own livestock at the right time and we are free to sell our livestock to anyone who would offer a good and profitable price. Features used to determine the time of sale is the weight of life. Cows can go on sale on attaining weight between 320-350 kg and goats aged two years and above.

The price that we charge for our product is listed below:

Livestock	Price (RM) per unit
Cow	3000 – 3500
Goat	700 – 800

These prices are slightly below our competitor's because we want to capture their market share and later increase our share with quality products.

This business venture will start on June 2015 and we intend to employ people to fill the following positions in our company like Marketing Executive, Operation Executive, Accounts Executive, Clerk and Cleaner.

Our company is located at Papar, Sabah which is 59KM away from our nearest competitor.

INTRODUCTION TO THE COMPANY

FAAMZ CO is a company which is sold livestock as a main product and fresh milk as side product. Our focus is to introduce our product to potential customer or buyers, and at the same time to satisfied their needs and wants. We also cooperate with villager as they are part of our product supplier (cows and goats). FAAMZ CO is a partnership business, which is consisting of five shareholders.

We (FAAMZ CO member) believe, this product will give a good result to our customer and at the same times we can meet our customer satisfaction and expectation on our product.

The factor that influence us to choose this kind of business is, this type of business is not really popular, but there are high demand among the people because the need for akikah, Raya Korban, etc. We would go far in this industry to be one of the most successful companies that can contribute to the country economic.