



اَوْنُوْرَسِيْتِي تِي كُوْلُوْمِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

### **BUSINESS PLAN (LELAYANG ENTERPRISE)**

FACULTY & PROGRAMME : FACULTY OF PLANTATION AND

AGROTECHNOLOGY

DIPLOMA IN PLANTATION MANAGEMENT (AT110)

SEMESTER : 5

PROJECT TITLE : BUSINESS PLAN (SWIFTLETS FARMING)

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SUBMISSION DATE : 11 DECEMBER 2018

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## **SUBMISSION LETTER**

Diploma in Planting Industry Management,  
Universiti Teknologi Mara,  
Sarawak Branch,  
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Madam Siti Farah Binti Lajim,  
Lecturer of ENT300,  
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LELAYANG ENTERPRISE

Madam,

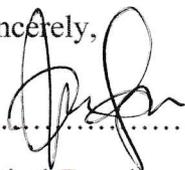
### **Submission letter of Business Plan Proposal (ENT300)**

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT300 subject.

2. This business plan was completed according to the guidelines and requirements given according to our syllabus. This business plan also constructed to serve as a blueprint and guide for a proposal business venture which covers administration, marketing, operation and financial aspects.

3. We hope that this business plan that we proposed does fulfil your requirement. Any mistake or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours Sincerely,



.....  
(Elyka Binti Zamri)  
General Manager,  
Lelayang Enterprise

## EXECUTIVE SUMMARY

Our company, Lelayang Enterprise is a swiftlets farming-base company which acts as the manufacturer and supplier of bird nests. The products that we sell includes Grade A and Grade B bird nests for RM4800/kg and RM 4500/kg respectively to our customers. The price for our products are according to the market price and we do not include any exaggeration when deciding the price.

The business location for the company is at Setia Raja, Bandar Baru Mukah, 96400, Mukah Sarawak while our bird house is located at Kampung Tellian Ulu. We chose both of the locations mainly due to its strategic location which may contribute more to our profits. The operating hour will be at 8 am to 5 pm on weekdays.

There are for (4) managers that are operating the business according to their own tasks and responsibilities. The general manager as well as administrative manager for the business will be Ms. Elyka Bt Zamri. Next is Mr Mohd Hafrizal Bin Abd Hamid as the marketing manager and Ms. Caroline Joyce Ak Sudin as the operational manager. Lastly, we have Mr Muhd Nur Hakim Bin Hamdi as the financial manager.

We sell our products to the public through agents, retailers or wholesalers. The middlemen will contribute the products to the end users or other companies that need it. We also market our products to customers by using different strategy which includes price strategy, promotion strategy, distribution strategy and product or service strategy.

## **CHAPTER 1 : INTRODUCTION**

### **1.1 INTRODUCTION TO BUSINESS**

#### **COMPANY BACKGROUND**

- Name of business : Lelayang Enterprise
- Nature of business : Partnership
- Industry profile : Swiftlets Farming
- Business Location : Setia Raja Boulevard, Bandar Baru Mukah, 96400 Mukah, Sarawak
- Date of commencement : 1 January 2019

Factors of selecting the proposed business:

- a) To ensure the swiftlets industry can be known to others.
- b) To introduce swiftlets industry to the youth.
- c) To encourage entrepreneurs to get into the swiftlets business.

Future prospects of the business:

- a) To expand the business for the customers, agents and domestic supplier by providing best quality of bird's nests in terms of the nutritional value.
- b) To be one of the manufacturer of bird's nest in Malaysia and contribute to the country's economic growth.