

UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

ARIES VILLE ENTERPRISE

PREPARED BY:

AISYAH NAJIRAH MASRANI	
FARAZILAMASAI MUSLIMIA	
JAFITA JAAFAR	
MARSHA BABIE A. MOJITOH	
NADIA AJKARIM	

9 MARCH 2012

Table of contain

No	Item	Page
A B C	COVER LATTER ACKNOWLADGE EXECUTIVE SUMMARY	1 2 3-9 10-12 13 14-18 19-25
D	 Buy-out producers Dispute resolution Financial agreement Dissolving the partnership ADMINISTRATION Administrative plan Objective of business Organization chart List of administrative personal List furniture and office Equipment Administrative budget Office layout Workers incentive schema Workers incentive schema	26-39

E	MARKETING > Marketing plan	40-62
	Objective of marketing planProduct description	
H	The uniqueness of boer goatTarget market	114
	Market sizeDemand and supply of goat meet	115
	in Sabah	118
	Enterprise • Promotion strategy	
F	Marketing personalMarketing budget	
	OPERATIONAL	63-86
G	 Operational plan Introduction Operational objective Process flow chart Type of goat Operation location Cage management plan Manpower planning Operation hours List of machine and equipment Operation budget 	
	FINANCIAL Financial plan Introduction Objective financial planning Financial planning strategy Source of financial information Background of business Administrative, marketing and	87-113
	 operational expenditure Administrative, marketing and operational budget 	

ACKNOWLEDGEMENT

We humbly give our utmost gratitude to God the Almighty, for giving us the strength and patience all the way in completing our business plan.

First and foremost, we would like to express our deepest gratitude to our subject lecturer who is also our supervisor, Sir Kamarulzamanlshak for his undivided and unfailing support and encouragements. All this effort and success would not be possible without his ceaseless guidance and advices.

Next, our warmest thanks to all participating parties for giving your time to provide all the important information to complete this business proposal. Thank you for being co-operative and friendly throughout the discussion session. Without the information, we will not be able to add that extra *umph*throughout this business plan.

Finally, all thanks to our fellow classmates for their advices, opinions, and supports. They are always there and helped us throughout the process, both technically and practically.

Last but not least, we would like to thank the rest of the people who have directly or indirectly contributed to the completion of thebusiness plan. Thank you very much.

Regards,

ARIES VILLE ENTERPRISE

1.0 Executive Summary

We are graduates of UiTM Kota Kinabalu Sabah of Diploma in Business Studies. We chose to form a business partnership in agriculture field. Aries Ville Enterprise made up of five members; AisyahNajihahMasrani, JafitaJaafar, Nadia A.Karim, FarazilamasniMuslimin and Marsha BabieMojitoh. Our company breeds Boer goat. The main activities of our business are breeding goats and supply livestocks for "Akikah" and for "Qurban" (slaughtering). Our business will be operating at KampungTimbangDayang, Kota Belud.

1.1 Management team '

A business needs a well-supported team to manage the organization, the operations and in general the overall process of running this business. And thus, recognizing the importance of human capital, Aries Ville Enterprise has assembled its teammates who will co-operatively realizing the success of this business plan:

- This team is led by Aisyah Najihah Masrani as the general manager who will be in-charge of the overall plans for the business. Coordinating and organizing the business plan is vital in order for the business management to run smoothly.
- Marsha Babie Mojitoh, our operation manager who's in charge of dealing the
 everyday operational basis. With good operational management skills, we
 believe that she can assure all the business activities are coordinated
 excellently towards our organizational goal.
- The finance manager who controls the financial system is entrusted to Jafita Jaafar. With her honesty and details attitude, she will extensively help to ensure a preferable business performance throughout the business's implementations.