

UNIVERSITY OF TECHNOLOGY MARA
CAMPUS KOTA KINABALU

BUSINESS PLAN PROPOSAL
WAWASAN FARMING
KOTA BELUD

FUNDAMENTALS OF ENTREPRENEUSHIP
(ETR 300)

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DATE OF SUBMISSION

9 APRIL 2007

ACKNOWLEDGEMENT

Gratefully, finally we prepared this business proposal. We are always nothing without help and supporting from all who had been contribute in the *progressing of this business plan.*

Firstly, a lot of thanks lead to our tutor, Professor Madya Wan Nasaruddin Abbas who definitely guides us on the right track to go success and achieve what would be the mean of it. Not forgetting our lecturer, Professor Madya Mat Yassin Jamil for the knowledge in the Fundamental of Entrepreneurship (ETR 300) lecturers. An appreciation also leads to the coordinator of MEDEC as well, Ms. Jasmin for the contribution in preparing this business proposal.

We also want to thank Mr. Abu Hassab b. Johari, the marketing executive of Ladang Seri Pirasan and Mr. Lobudai Sahanin for the contribution given to us in search of information to prepare this proposal.

Last but not least to the entire person who had been contributed in the progressing of this business plan, we are always be appreciating you. We hope that this business proposal will be useful for those who are interested by using this as a proper guideline in the future.

Thank You.

HAKMILIK
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Sabah

SALINAN FOTO TIDAK DIBENARKAN

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1.0 INTRODUCTION

Now days, demand in cow (fresh beef) in our country increase within the growth of our country community. However, there is a worried that our beef supply especially from the farm started to be decrease. Therefore, there is must to be an alternative way in order the beef supply were enough for us. Therefore, our group chooses the feedlot system in growing a cow and produces fresh beef as our entrepreneurship project.

Our group chooses the in estate farming because it is husbandry industry that brings many benefits;

- i) No need to import a beef
- ii) Fresh beef supply
- iii) Production is not affected by natural environment

Firstly, we need to rename our business. We have agreed that our business will name as Wawasan Farming Kota Belud. This shows people in directly about business that we have operated and as a vision in order to be one of successful in husbandry especially supplying fresh beef to our community.

To start our business, we need:

- a) Cash - our cash comes from bank loan, (Bank Pertanian Malaysia), subsidies from government like MARA, SAFMA and so on. We also have our own equity in cash term; each from us gives about RM20, 000 to start our business.
- b) Land - land is for our husbandry project and for our office building are workers quarters. Our land must be a strategic place to ensure our product can well market.

5.0 ADMINISTRATION PLAN

5.1 INTRODUCTION TO ORGANIZATION

Vision

- To be the consistence and competitive business partnership towards the development of farming business

Mission

- To be a sustainable leader in farming business

Objective

- To fulfill the high demand of beef
- To produce fresh and quality of beef

5.1.1 Address

WAWASAN FARM SDN. BHD
KAMPUNG GUONG ZING,
KOTA BELUD, SABAH

5.1.2 Location Plan

Our business will run at Kampung Guong Zing, Kota Belud. We decide to select this place because:

- a) Near to Palm oil –Source of cows food (palm oil road)-
- b) Near to the road – customer can easily come to our business site.
- c) Nature -The fresh air can ensure the development of cow.

5.1.3 Type of Building and Infrastructure

1. In cage farm
2. Office (Cabin)