



**DEPARTMENT OF ESTATE MANAGEMENT
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING,
UNIVERSITI TEKNOLOGI MARA PERAK**

BUSINESS PLAN

Course Code ENT 300
Course Name FUNDAMENTALS OF ENTREPRENEURSHIP
Lecture Name SALINA BINTI NORANEE

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Submission Date : 10 JULY 2020	

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TABLE OF CONTENT

Content	Pages
EXECUTIVE SUMMARY	2
1.0 BUSINESS DESCRIPTIONS	3
1.1 Company background	4
1.2 Organization logo and motto	5
2.0 OWNER DESCRIPTIONS	6
3.0 PRODUCT DESCRIPTIONS	7
4.0 ORGANIZATIONAL/ ADMINISTRATIVE PLAN	8
4.1 Organization chart	8
4.2 Manpower planning	8
4.3 Schedule of tasks and responsibilities	9
4.4 Schedule of remuneration	9
4.5 List of office equipment	10
4.6 Organizational /Administrative Budget	10
5.0 MARKETING PLAN	11
5.1 Customers	11
5.2 Sales Forecast	12
5.3 Marketing Strategies	12
5.3.1 Product	12
5.3.2 Price	13
5.3.3 Place (distribution)	13
5.3.4 Promotion	13
5.4 Marketing budget	14
6.0 OPERATIONS PLAN	15
6.1 Material requirements per month	15
6.2 Machine and equipment	15
6.3 Operation budget	15
7.0 FINANCIAL PLAN	16
7.1 Project implementation cost	16
7.2 Sources of project financing	16
7.3 Sale and purchase	17
7.4 Pre-opening & working capital	18
7.5 Capital expenditure project	19
7.6 Cash flow	19
7.7 Income statement	20
7.8 Balance sheet	21
8.0 CONCLUSION	22
9.0 APPENDICES	23-25

EXECUTIVE SUMMARY

Farm Land a company that produces fresh goat milk in powder and bottled for ready drinks to all goat milk enthusiast in Malaysia. Both of these product types that have been commercialized by our company are sourced from local goat milk suppliers which is not imported from another country. This company also providing a variety of flavour for their goat milk according to the taste of the current consumer to make them a satisfactions when purchase the products.

Our main purpose is to make a different on our products with the existence product which is using a local goat's milk. Choosing these local suppliers indirectly can controls the quality of the milk and can improves the country's economy itself. Farm Land also offered their product at lower price to encourage consumer have a healthy drink. Direct delivery to marketers is also provided by us without charges any additional cost.

Farm Land has chose Kulim as their operating locations because it's close to Penang. This location also a industrial zone and many residential areas around the area. Business has seen an explosion of growth over the year in Kulim and many people stay here because of many job opportunities around and it will cause demand of groceries and beverages arise. Moreover, this area is not yet running business product like ours. So competitors can be reduced.

Our marketing strategy is to emphasized the quality and price of our products and services. We offer the affordable price because to attract consumers to choose our product. As we know, this goat's milk drink is a bit expensive, so we offer buyers the opportunity to enjoy our beverage products at a reasonable price with a high quality.

The management of Farm Land have consist of 5 extensive experience workers in in finance, businesses, sale, accounting and food production. They are Fakhruddin as their general manager, Aafiyah as finance manager, Zaim Lukman as administrative manager, Fahmi as marketing manager and Nurul Izzah as operation manager. This company is sole proprietorship by Fakhruddin and these team management will take their role and responsibilities together instead different duties to make the product successful.

1.0 BUSINESS DESCRIPTIONS

a) This company's name is Farm Land. The name of the Farm Land was chosen because to represent the products produced by this company is a fresh product from local farms. Moreover, is also depicts the product originating from the farm without altering any of the nutrients contains in the milked as freshly squeezed. The name quit unique in hope can attract more people in Malaysia to choose their product.

b) The factor that needs to be taken for our selecting business is demand for goat milk in the country has been very encouraging because awareness of the health and nutrition derived from this goat's milk intake. The same kind of products produced by other company are also less. Therefore it will be less competitors. This is why we aim to locate a strategy area at Kulim for our company and manufacturing. Besides that, with our business plan that we have decide to make any transactions such as a set up of documents approval, access road, marketing operational and financial transaction become easier because around by complete amenities. With this factor, Farm Land can gain high profit and revenue generated by its sales cover all expenditure to set up business. Our company will provide good service with high quality products at reasonable and affordable price to the customers and also in a long term we can produce other beverages and food product if have high demand from the consumer. Nowadays people attract to something unique and classic. With our own strategy in marketing, we can attract customers to buy our product by designing a classic packaging and the packaging also can reusable. It will driving force for value proposition and fulfil the needs and wants customers. Our company aim to be the first choice of consumers beverages in around of Malaysia. Our company will ensure to give the best satisfaction to the consumers. We will continuously improve all aspects of our business in order to sustainable growth and profitability on meeting the needs of the present generations taste and also sustain the long term success.

2.0 OWNER DESCRIPTIONS



Name of Owner	Muhammad Fakhruddin Bin Johari
Identity Card Numbers	990213-02-7670
Permanent Address	89A Taman Kulim Utama, Kulim Hi Tech, 09000 Kulim, Kedah
E- Mail	muhdfakhruddin25@gmail.com
Telephone Number/Fax Number	<u>016-5017087</u>
Date of Birth	13 February 1999
Marital Status	Single
Academic Qualification	BA (Hons) in Business Management
Course Attended	Marketing Seminar By Azizan Osman
Skills	Expert in IT and Technology
Experiences	2 Year manager at QuPuteh Cosmetic
Present Occupation	General manager at Farm Land
Previous Business Experience	Manager at QuPuteh Cosmetic