



MARA UNIVERSITY OF TECHNOLOGY
SAMARAHAN CAMPUS
SARAWAK

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

"KRUKUKUK FARM"

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Greetings,

First and foremost, we would like to express our gratitude to Allah s.w.t for allowing us to complete our business plan successfully. We would also like to thank our lecturer for this subject (ENT 300, Entrepreneurship), Cik Nurashikin binti Nazer Mohd, for giving guidance, ideas and encouragement in helping us completing this project within the time given. This business plan is an outcome of collaborative efforts among the group members. They are:

1. **Muhammad Aizat Bin Mat Sarit** as the General Manager
2. **Amir Irsyad Bin Ismayatey @ Isman** as the Administrative Executive
3. **Muhd Syazwan An Bin Azian** as the Operational Executive I
4. **Siti Afifah Binti Mohd Nasir** as the Operational Executive II
4. **Mike Tyson Anak Tennent** as the Marketing Executive
5. **Dayang Norhaslinda Binti Abang Kamaluddin** as the Financial Executive

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This business plan had taught us many things especially about how to venture into the world of business and how to make ourselves move along with it in order for us to be a successful person not only to ourselves but also to our nation and country.

THANK YOU



1.0 EXECUTIVE SUMMARY

The name that has been given is KruKuKuk Farm. The business is in form of partnership which consists of six members as partners. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is breed local chicken and our subsidiaries activity is vegetables crops which our concepts are organic based vegetables and at the same time involve in contract farming and sale of our product to the potential buyers.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Muhammad Aizat Bin Mat Sarit as the General Manager, Amir Irsyad Bin Ismayatey@Isman as the Administration Executive, Muhd Syazwan An Bin Azizan and Siti Afifah binti Mohd Nasir as the Operational Executives, Mike Tyson anak Tennent as Marketing Executive, and Dayang Norhaslinda Binti Abang Kamaluddin as the Financial Executive. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The management team will be led by the General Manager and assist by the other executives. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Executive is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operational Executive is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. The Marketing Executive will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Executive will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.



8.1 INTRODUCTION

Chickens and vegetables are the main food among Malaysian. They are the essential side dishes in every meals in Malaysian cooks. Demand for chickens and vegetables are high throughout the year no matter during the festive seasons or not. Therefore our company "Krukuk Farming" took these opportunities to provide Malaysian the best chickens and vegetables for the they to consume.

We are selling local breed chickens which known as 'ayam kampung'. They are raised in the traditional way in our farm. The local breed chicken is healthier than the normal chicken as it does not takes any injection to gain more meat. It also provides tastier and natural taste of chicken, different on the commercial chickens where they are raised in extremely packed environment. This causes stress in the commercial chickens that can lead to disease.

Vegetables are the most important sources of food especially for digestions. We also sell three types of vegetables which is mustard green, spinach and kangkong for our subsidiary products to support our activities and monthly sales for our company. Lady's finger is good for diabetic patients as it control the sugar level in human body. It is rich with nutrient such as fiber, vitamin B6 and folic acid. For mustard green, it contains approximately 9 types of vitamins, 7 types of minerals, fibers which are always relating to diet and proteins. It is also an oxidizing agent. Therefore, the people who are suffering from the heath problems like asthma, heart attacks and menopausal symptoms, the mustard greens are very supplementary from them. Kangkong is also a good nutrient provider to human. Kangkong also helps to neutralize food poisoning from expired food. It can help human to cope with stress by reducing the level of pressure.

Administrative is important to ensure a business runs smoothly according to plan. Administrative department also helps company to become effective and efficient in doing business. An administrative executive determines the resources and process that is the best for the organization in order to achieve the organizational goals. Administration Executive also covers the human resources management and creates the relationship between workers in an organization. This can also lead to better efficiency of resources and interaction within the organization itself for better outcomes