



UNIVERSITI TEKNOLOGI MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)**

K.F.E.M GOAT'S ENTERPRISE

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**DIPLOMA IN PLANTING INDUSTRY MANAGEMENT
(DPIM)**

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1.2 Executive Summary

After done with a lot of researches, interview and investigation, all of us have agreed to narrow our business on selling healthy goats. Lastly, we came up with a business plan of partnership and our company will be known as K.F.E.M Goat's. Our company provides the healthiest goats to the customers.

In the process of launching this business plan, we need to take the five major business establishments into consideration which are management, administration, operation, marketing and finance. We have agreed that Kelvin anak Charles will be our General Manager and Administration Manager, Edward anak Jamin will be our Marketing Manager, Florence binti Sebastian Halis will be our Operation Manager, Mairan anak Assang will be our Financial Manager. The selection of General Manager is based on consensus among all the partnerships agree and based on the experiences, skill and ability.

The general Manager will be the head of the management department. The general Manager is responsible in controlling, organizing, leading, manage and planning the business. The administration is responsible update the organizational chart, organize the company's payment scheme and update every data obtain through company's monthly meeting.

Marketing and operation plan cautiously monitor and record the monthly sales of the company, strategies company's tactic to gain profit and compete with others competitors. Marketing is responsible to promote the business. As for the operational plan they need to identify and assign business supplier, systemize the whole operation of the business.

The financial is the one of important business establishments which is taken into consideration. The financial department will prepare the financial statement and balance sheet for the company. The finance executive is responsible every cash flow and financial transactions. We look forward that this guideline will be able to help us and direct to the right path. We also hope that our business plan will be accepted.

1.3 Submission Letter

KFEM Goat Enterprise,
No.78 Kampung Sungai Batu,
Jalan Sultan Tengah, Petra Jaya,
93050, Kuching,
Sarawak.

Sir Abang Sulaiman Bin Abang Salleh,
Lecturer of ENT 300,
University Technology MARA,
Campus 1 Samarahan Jalan Meranek,
94300, Kota Samarahan, Kuching,
Sarawak.



*K.F.E.M
GOAT'S*

26th march 2015

Sir,

SUBMISSION LETTER OF BUSINESS PLAN (ENT 300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

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

3. We hope that this business plan that we proposed give positive in our group. Any mistakes 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.

1.4 Introduction to Business Plan

A Business Plan is a written document that serves as a blueprint and guide for a proposed business projects that one intends to undertake. Business plan is important purposes to predict viability and explain all about our business such as our activities, strategies, financial or an other that related to business because it consists wholly. This also to make people and entrepreneurship easy communicate with each other and run the business easily from business plan, because all information are in it.

As we know, there are a small number of goats farm in Kuching, but the demand of goats are higher. So, after done much discussion, all of us have agreed to open up a new goat's farm to fullfill the customers' demands and we think this is our opportunity to earn profit. Also agree to locate up our goats farm at Petra Jaya, Kuching. This is because, there are no another goats farm at a Petra Jaya. Besides, that there are a large numbers of customers at Petra Jaya and area of Petra Jaya. From this factor, we think that we can earn a large number of profit.

Our goats farm name is K.F.E.M Goats Enterprise and the form of our business is partnership. We provides a healthy goats to fullfill the demands from customer especially from customers around Kuching. Our business will commence on the 11th April 2016 with the capital of RM1150,000.00 and loan RM 32,681.00 from the bank to add in our capital to start our business.



K.F.E.M
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1.5 Purpose of Business Plan

- ✚ As an important piece of document that will serve as guidance to the owner, investor, suppliers, customers and our company's partner.
- ✚ To attract breeders.
- ✚ To allocate business resources effectively.