



UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN



AFA FARM

LIVESTOCK FARMING (COW)

PREPARED BY

FACULTY & PROGRAMME : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES (CS143)
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APD Form

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of five (3) member which hold important positions in the academy such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted RM 219,180 where the total contribution of each member is RM 87,672 from General Manager and the rest from other manager.

219 180
73 060

AFA Farm with tagline "Your Satisfaction is Our Priority" is located at Jeli, Kelantan with address: Lot pt4936, Kampung Bukit Tok Ali, Kuala Balah, 17610 Jeli, Kelantan. AFA Farm is basically a business that based on produce and selling cows. We selling two genetic variation which is Brahman and Kedah-Kelantan.

AFA Farm was registered on 5th September 2017 and our vision is to be the right company for the right people who want to achieve their dream and we are dedicated to our promise of delivering and producing the best quality livestock to consumers who have relied on us for a long time. This vision will be succeeding with the full cooperation and efforts among the partners in managing this business.

Lastly, we expects to be the most well-known farm in Kelantan for our new establishment and hoping this farm will be well known to other cities always. Along the way, we will always try to improve any lacking throughout our administrating, marketing, operating and financing systems to ensure that we will open new branches in other place in 5 years from the date of establishment.

1.0 INTRODUCTION

Name of Company	AFA Farm
Nature of Business	Livestock
Industry Profile	Partnership
Location of Business	Lot PT4936, Kampung Bukit Tok Ali, Kuala Balah, 17610 Jeli, Kelantan.
Date of Commencement	1 January 2018 ✓
Factors in Selecting the Proposed Business	Our company decided to sell two type of cow's breed which is Kedah-Kelantan and Brahman because in Malaysia all people eat meat so the demand of meat high that's why we choose this type of business. ✓
Future Prospect of the Business	Our business has high demand because we are providing a health and fresh cows and we offer a services too. In three years in the future, we believe that our business will be expanded around Malaysia. In addition, we are also planning to expand our wings by bringing our product be commercialized around Asia by opening a few branches around Asia. ✓