

UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

YUMMY MILK SDN BHD

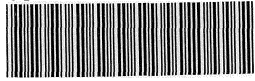
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Assalamualaikum W.R.T to all reader. Alhamdulillah, after my team and I faces all the challenges to make this assignment, finally we got the point of this Entrepreneurship subject. We choose to make a YUMMY MILK SND BHD. Start with choose the business, visit the industry, make a business plan and lastly financial plan. Without my team corporation, we cannot make it smooth.

Firstly, a big thanks to our lecturer for Fundamentals of Entrepreneurship subject, En. Mohd Ariff Bin Kamaludin. With his lecture, we know what we must do. En. Ariff has more experience in business and it helps my team business a lot. En. Arif is a good lecturer and have close communication with his entire student. It is not difficult to share idea with him.

Secondly, we want to thanks to our entire classmate. Without them, we cannot get the fresh milk information. My teams have close communication with all entire classmate too. So, it is not difficult to get good relationship between us. We share idea and knowledge not just for our business, but also their business too.

Lastly, we hope our business plan will open mind all student who interested in business to contribute side income for our country. In the other hand, they also increase the demand of workers for work opportunity. For the new businesses, “always look forward”. Thank you.

INTRODUCTION

Name of our business is Syarikat Yummy Milk Sdn. Bhd. Our form of business is private limited company. The nature of business is fresh milk production. We choose this type of business because we can share the profit equally among ourselves. Our objective is to run this business because we want to provide healthy milk to the society especially student.

We decide to choose this business because milk as one type of supplement food that have a lot of benefit to the people. Furthermore, this kind of business has potential to grow in long term period. In addition, from our research from industry overview we found that this business has wide scope of production and market.

Since 1998, milch stock is not in consistency condition but milk uses is increase. In 2001, only 26184 milch cows was livestock in Malaysia, meanwhile milk use achieve 1097.96 billion liter. Dasar pertanian Negara Ke-3 (DPN 3) encourage the milch production by private sector through modern and great alternatives. This industry can be a suitable investment and also can be achieving by having variety of cow's heredity that provide by Jabatan Perkhidmatan Haiwan. This new heredity was produce by emphasizing local environment factor to produce an optimum milk production. Import milk cow for Peninsular of Malaysia on 2001 increase about 21% from 2000 to 2001 at price RM1.4 billion. Price of cow milk different with other manufacturer and the price around RM 1.50 to RM 4.00 for a liter.

Nowadays, people like to seek for healthy food for their life to look always young and fitness. After make discussion we make decision to run our business located at

Syarikat Yummy Milk Sdn.Bhd,
Pusat Perkhidmatan Industri Tenusu
Kawasan Perindustrian,Jalan Batu 7,
23000 Dungun
Terengganu Darul Iman

We will start this business on 1st January 2009 and our future prospect, we want produce a variety product based on milk. Then we want open more branches around Malaysia include Sabah and Sarawak

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