

UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

GOAT FARMING
STYLO GOAT SDN BHD

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ACKNOWLEDGEM

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Goat Farming / Azlini Muhamad...[et.al.]

First and foremost, gratefully ALLAH S.W.T for the greatness and blessing, give us the strength, to handle the task that has given to us and patience to complete this report. We would like to extend our appreciation to many people who helped in the completion of this project.

For those who have contribute their times, ideas and giving us the information and direction, especially to our course lecturer, Madam Anita Md Shariff, for all her supportive, patience and valuable teaching. This project also can not be accomplished without their assists.

Not forgotten to our mentor, Mr. Zulkifli that giving us corporation and a lot of information that we need in order to complete our task as well.

Finally, never forget to our family and friends whose help us. Thanks a lot.

EXECUTIVE SUMMARY

Stylo Goat Sdn Bhd is a goat breeder company that supply goat all around Terengganu which located in Besut. We breed and supply high quality of 'Kambing Kampung' since our country still import lots of goat and mutton from other countries. Therefore, we realize that it is very important to reduce import. Besides, we notice that this is a good opportunity for us to involve in this kind of business since there is lack of competitors especially in Besut.

Stylo Goat Sdn Bhd will be owned and operated by Muhammad Fitri Bin Dahwani as a General Manager, Halimatusaadiyah Binti Saufi as a Finance Manager, Erraine Ruszeqkha Binti Abu Bakar as a Marketing Manager, Azlini Binti Muhamad as a Administration Manager, Siti Zulaikha Binti Zarizal as a Operation Manager.

The keys to success for Stylo Goat Sdn Bhd will be an excellent goat breeder in Malaysia. We choose Besut as our location because there is lack of competitors over here and we found that this kind of business can lead to high profit. Despite lots people think that this business is a bit complicated, but we take it in a positive way because we think that still lots of people do not realize about the importance of involve in this field.

This business plan offers financial institutions as an opportunity to review our vision, mission, objective and strategic focus. It also provides a step-by-step plan for the business start-up, establishing favorable sales numbers, gross margin, and profitability.

This plan includes chapters on the company, products and services, administrative plan, market focus and forecasts, management team, operational plan and financial plan.

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