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FUNDAMENTAL OF ENTREPRENUERSHIP

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MIRACLE DUCKLING

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1.1. EXECUTIVE SUMMARY

Our business Miracle Duckling Enterprise is a partnership company which registered to produce and supply the duck's meat and egg to customer. This business was plan and will be starting in the early 1st of January 2014, with our starting workers of 5 people including us as the main leader of this company.

Our business will be located at KG Berungis, P/s170 89208 Tuaran Sabah. This location is due to the strategy place which this place has an area that suitable for duck beside that this place also far from the city so, it can avoid distraction of people such as smells and sounds which unpleasant. The selection of this area also influenced by the environmental condition in which there are facilities such as water resources. Thus, it can be easier for employees to act in managing the ducks. The recruitment process will be done by using advertisement or referral and it will be implemented for 3 months before starting the business.

Our business, will applied relationship marketing towards our partners, worker, potential prospect, customer and suppliers. Our business will focused mainly on the relationship with them prospectively, to maintain a good long-term relationship and simultaneously selling our product altogether.

Our vision is to be the primer company on producing and supplying the duck's meat and egg product to the community of Malaysia to fulfil and to complete the need of society. In addition our priority is to promote and attract people to knowing the benefits of our products.



1.2. INTRODUCTION

Duck is the common name for a large number of species in the Anatidae family of birds, which also includes swans and geese. The ducks are divided among several subfamilies in the Anatidae family they do not represent a monophyletic group but a form taxon, since swans and geese are not considered ducks. Ducks are mostly aquatic birds, mostly smaller than the swans and geese, and may be found in both fresh water and sea water.

The type of the duck that we supply is a Muscovy and khaki champbell duck which known as “itikmesra” we got the breeds from “Jabatan Pertanian dan Penternakan Sabah” after we register as the one of duck breeders in Sabah. Duck Muscovy is a duck which has the furry black and white preserved by the villagers to produce eggs and meat. A white breed all over the body is of a high quality imported specifically for commercial meat production.

Khaki Campbell is this duck which cross of Indian Runner ducks and Rouen. This duck has the highest rate in produce egg than other types of duck however Khaki Campbell ducks have a very sensitive nature, simple stress and wild. Any form of harassment that they are not familiar will cause them to flee in fear. This matter should be treated so as not to affect the productivity of egg.

Both duck that we preserve has a very different nature. As we know Khaki Campbell ducks are bred to produce eggs that can be sold as fresh eggs and salted eggs, while Muscovy ducks are for meat.