

DIPLOMA IN PLANTING INDUSTRY MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM) SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP
ETR 300

LITTLE GOAT FARM

PREPARED BY:

SYLVESTER JIMMUS	2008216126
KEVIN ALEX MARTIN	2008426838
MARLIANA UMPASUNG	2008216126
AZIME SHAH ASHAUL	2008292158
MUNIR AMMAK ZAKARIA	2008267242

JULY-DECEMBER 2010

TABLE OF CONTENT

BIL.	TOPIC	PAGE
1.0	INTRODUCTION :	1
	1.1 Logo	3
	1.2 Definition of Logo	4
	1.3 Business purposes	5
	1.4 Business background	6-7
	1.5 Background of partners	8-12
	1.6 Partnerships terms agreements	13-15
2.0	ADMINISTRATION PLAN :	16
	2.1 Introduction	17-20
	2.2 Strategies	21
	2.3 Organization Structure	22
	2.4 Organization Chart	23
	2.5 Organization Personnel	24
	2.6 Schedule of Task and Responsibility	25-26
	2.7 Office and Production Hour for Manager	27
	2.8 Remuneration Schedule	27-28
	2.9 Administration and Operation Layout Plan	29-32
	2.10 List of Furniture	33
	2.11 List of Equipment	33
	2.12 Administration Budget	34
3.0	OPERATION PLAN :	
	3.1 Introduction	36
	3.2 Objective Plan	37
	3.3 Operation Strategies	37-39
	3.4 Choosing Species	40
	3.5 Types of Production	40
	3.6 Flow Chart of Operation Service	41
	3.7 Farm Preparation	42-50
	3.8 Goat, Barn and Feed Management	51-62
	3.9 Napier Management	63-68
	3.10 Organic Fertilizer	68
	3.11 Organization Chart of Operation Department	69

	3.12 Overhead Requirement	70
	3.13 Business and Operation Hours	70
	3.14 Schedule of Remuneration	70
	3.15 Materials	71
	3.16 Purchase of Goat And Fodder Development	71
	3.17 Operation Budget	72
4.0	MARKETING PLAN :	
	4.1 Introduction	74-75
	4.2 The Concept of Product	76
	4.3 Target Market	76
	4.4 Market Size	77
	4.5 Competitors	78
	4.6 Market share	79-81
	4.7 Sale forecast	82-83
	4.7 Development Marketing Strategy	84
	4.9 Product and Service strategy	85-88
	4.10 Business Card	89
	4.11 Remuneration on Marketing	90
	4.12 Marketing Budget	91
5.0	FINANCIAL PLAN :	
	5.1 Introduction	93
	5.2 Financial Plan Objective	93
	5.3 Financial Plan Strategies	94
	5.4 Financial Plan	95
	5.5 Administration Budget	96
	5.6 Marketing Budget	97
	5.7 Operation Budget	98
	5.8 Depreciation of Fixed Cost	98
	5.9 Sales and Purchases Budget	99
	5.10 Project Implementation Cost and Source of Finance	100
	5.11 Depreciation of Fixed Asset	101-103
	5.12 Loan and Hire Purchase Repayment Schedule	104



1.0 BUSINESS INTRODUCTION

The name of our company is Little Goat Farm which focusing on producing high quality of goat meat and breed to supply the demand of consumer. The nature of business run by our company is agriculture. The location of our farm will be at Kg. Koporingan, Tamparuli, Sabah.

In our country today, Malaysia, the demand of the goat meat by the consumer is gradually increasing and the government should make a big initiative to encourage the production of goat meat. Nowadays, the range of goat breeding business in the field is increasing and growing bigger. The wide range of this business including the meat production, the processing of goat's skin to be converted to other products that can be marketed for example leather for making boots, bags and goat wastes as fertilizer. But the Little Goat Farm business is focusing more on to the production of goat meat and the breed.

As for Sabah, this state has a lot of potential in producing goat and commercialized it as one of the important product. From the big potential, our group knew this business will be success not only in our country, but will get high demand from around the world. So, we believe that our goal will be achieved to become a successful goat producer in Malaysia.



1.3 BUSINESS PURPOSES

- a) The loans or financing facilities can be applied from relevant financial institutions.
- b) The costs and sales of the business can be estimated.
- c) As a guidelines for management department to supervise these business progress.
- d) The business resources are able to be allocated as efficient as possible.
- e) Better prospect of income in the long run.
- f) To fulfill the shortage of demand of meat goat.
- g) To stimulate the new ideas and well managed effort towards the successful life as an entrepreneur.
- h) To understand how to initializing the business and maintaining the business in gainful position.
- i) To identify any possible problems that might occurs and try to find best method to solve the problem.