



UNIVERSITI TEKNOLOGI MARA  
KAMPUS SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP  
ENT 300

“CATTLE AND BEEF”

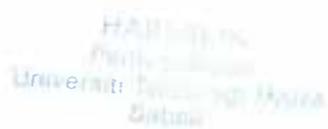
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## EXECUTIVE SUMMARY

We are graduate student from University Technology Mara (UiTM), Kota Kinabalu, Sabah. Our company consists of five managers which are General Manager, Administrative Manager, Financial Manager, Marketing Manager and Operational Manager. We plan to sell cattle and beef. Our business company will be located in Kg. Bundu Tuhan, Jalan Kundasang, P/S 324, 89208 Ranau, Sabah. We choose this business because we would like to fulfil one of human wants which are eat beef that can make human feel health and this kind of business has not yet performs very well at Sabah. We have planned to start our business in 31 July 2013. Moreover, we borrowed money around RM 1 million. The product that we intend to sell is cattle and beef because nowadays there is lack of competitor that would like to sell this kind of product. We intend to sell it by using a mobile which is transportation such as lorry mobile where this mobile will move throughout Sabah area for transporting our product to our customer at there. The prospect of our business in term of revenue, we forecast that in early four monthly incomes, we expect that we do not have any income or we might get loss because we are new ventures and need to pay certain things such as lorry mobile rental and etc. We are intending to get the money to start the business by making loan with AGRO Bank at Kota Kinabalu, Sabah. In conclusion, we confidently sure that our business will be improve day by day and we will also expanding our business to another place such as Kota Kinabalu, Sandakan, Lahad Datu, Tawau and any places nearby with the success that we have achieve. Our business partnership also will contribute some of money to our business to ensure the loan is low that we will pay to the AGRO Bank.



# **TABLE OF CONTENT**

<b>1.0</b>	<b>INTRODUCTION</b>	Pages
1.1	BUSINESS BACKGROUND	8
1.2	SLOGAN	9
1.3	OWNER BACKGROUND	10-17
1.4	PURPOSE	18
1.5	BUSINESS LOCATION	19
<b>2.0</b>	<b>ADMINISTRATION PLAN</b>	
2.1	ORGANIZATION CHART	22-23
2.2	SCHEDULE OF STAFF	24
2.3	SCHEDULE OF REMUNERATION	25
2.4	OFFICE LAYOUT	26
2.5	LIST OF OFFICE EQUIPMENT FURNITURE AND FITTINGS	27-30
2.6	ADMINISTRATIVE BUDGET	32
<b>3.0</b>	<b>MARKETING PLAN</b>	
3.1	INTRODUCTION	34
3.2	MARKETING OBJECTIVE	35-36
3.3	PROFILE OF PRODUCT	37-38
3.4	TARGET MARKET	39-40
3.5	MARKET SIZE	41
3.6	COMPETITOR	42-43
3.7	MARKET SHARE	44-46
3.8	SALES FORECAST	47-48
3.9	MARKETING STRATEGIES	49-60
3.10	MARKETING BUDGET	61
<b>4.0</b>	<b>OPERATION PLAN</b>	
4.1	INTRODUCTION	63
4.2	OPERATIONAL OBJECTIVE	64
4.3	TRANSFORMATION PROSES	65
4.4	OPERATION PROSES	66-69
4.5	OPERATION HOURS	70-71
4.6	IMPLEMANTATION SCHEDULE	72
4.7	RAW MATERIAL REQUIREMENT	73
4.8	REQUIREMENT	74-76
4.9	LAYOUT PLAN	77-78
4.10	OVERHEAD EXPENSES	79-82
4.11	IMPLEMENTATION SCHEDULE	83

<b>5.0</b>	<b>FINANCIAL PLAN</b>	
5.1	INTRODUCTION	85
5.2	FINANCIAL OBJECTIVE	86
5.3	FINANCIAL STRUCTURE	87
5.4	FINANCIAL RESPONSIBILITIES	88
5.5	THE PURPOSE OF FINANCIAL PLANNING	89
5.6	IMPORTANT OF FINANCIAL PLANNING	90
5.7	FINANCIAL PLAN STRATEGY	91
5.8	FINANCIAL ANALYSIS	92
	5.8.1 BUDGETED	93-97
	5.8.2 DEPRECIATION SCHEDULE	98-100
	5.8.3 PRO FORMA	102-105
	5.8.4 FINANCIAL RATIO ANALYSIS	106-109
<b>6.0</b>	<b>CONCLUSION</b>	110
<b>7.0</b>	<b>APPENDIX</b>	111

## 1.0 Introduction

Gerakan Gratis Enterprise is located Kampung. Bundu Tuhan, Jalan Kundasang, P/S 324, 89208 Ranau, Sabah and this location is perfect in order to cater the food industry's customer's need, especially for those who has hectic schedule and in need of convenient food preparation and healthy food. We want to provide the best services and products that are up to date and meet the expectations and satisfaction of our customers. Gerakan Gratis Enterprise will be one of the best suppliers of beef cattle in Sabah.

While there is other food suppliers, Gerakan Gratis Enterprise would probably stand out, as nowadays people seek for immediate food. However, it is hard to find healthy cattle which are easy to prepare. Gerakan Gratis Enterprise provides customers with excellent services by delivering stocks to customer within Sabah area and continuous supply of the product.

The partnership of this company consists of 5 people. All of us were lucky as we all share the same interests, goals, and ambitions regarding this business venture.