



اُونِيُوَرَسِيْتِي تِي كُونُوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300): BUSINESS PLAN

PREPARED BY:

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1.0 INTRODUCTION

This business is registered as '3P Organization'. 3P mean 'Penternakan, Perladangan and Pembekalan'.

Livestock can lead to other areas such as the fresh meat business. This is because from farming we can supply fresh meat to buyers. We chose the field of livestock because this field has a wide market as well as high and continuous demand for a long time. This is because meat is the staple food of the people in this country.

This demand will increase especially During the festive season. In addition, the country has a large multi-racial population and each race has its own festival. During the festive seasons, demand is so high that there is a shortage of supplies and the government has to import most of these materials from neighboring countries. This will result in the price of the goods being high due to the increased cost of importing it.

Despite the high competition, businesses in this field can still offer huge profits due to the high daily demand of buyers. Buyers' doubts about the source and method of slaughter are among the problems that arise. This can be solved by increasing the number of suppliers and breeders among bumiputera Muslims. So buyers will be more confident to buy our local products.

2.0 PURPOSE BUSINESS PLAN

- To Act As Business's Guidelines.

Business plan used as a guidelines to manage our company's structure. The company will be more systematic if we follow the guideline that has been planned. With this we could prevent from making mistake that could affect the company's name in the future.

Business plan basically consist of company's goal and how to achieve our goal without any overlapping. With this, we could maintain our business in the right path so there is no obstacle that could affect the product and service we offer to the community.

Next, we could plan our business journey for a long run. With this, we could make backup plan of the error that could occur. Forward thinking lead us to think about the vision and plan that we construct in order for us to make our company more success and well known in 5 to 10 years ahead.

- To Support Company Financial

Finance is the most important thing in the company structure without any proper strategy, manage the financial this could lead our company bankrupt. Business plan will help us in organizing and maintaining our finance. Business plan will show the financial strength of the company especially when applying for loans and to convince our investors toward providing funds or other financial institution. It also utilize to convince suppliers the ability of paying back on credit and the ability to carry out a project from customers or the tender board.

- To sustain the company in the market

In this era, we know that not only our company trying to sell the services and product that we offer but other company also tried to sell their product. With the guideline that we do, we could improve our quality of the product and services that can suit our customer very well.

With this, we could stand against other company. Not only we have chance to defeat them but also if our quality that our company satisfy our customer, we could attract other investor and also customer from the other country. This could lead to increase our financial and also our company will be well known in the world.

2.1 Location



Figure 1

Address: 230 Taman Desa Jaya, 26400 Bandar Jengka Pahang

2.2 Operational time

Day: Monday to Saturday

Time: 10.00 a.m. to 10.00 p.m.

2.3 Company background

Name of the company	3P organization
Business Address	230 Taman Desa Jaya, 26400 Bandar Jengka Pahang
Correspondent address	3Porganization@gmail.com
Telephone address	03-33224455
Fax Number	03-33224455
website	www.3porganization.com.my
Social media	Facebook : 3P.Organization Instagram : 3P.Organization
Form of business	Holding
Main business Activity	Farming, husbandry, Supplier
Date of Registration	29.1.2019
Date of Commencement	9.2.2019
Name of Bank	Maybank
Account Bank	273846243837