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DIA-ACD6A2

PRESENTED BY:

FERZAE WASIMIN

2007109781

MOHD SABLIL JABIN

2007109757

NOR WINDA IRAWATI

2007109769

MORNI

ZALIKHA BTE JAINANI

2007140777

C. EXECUTIVE SUMMARY

Ladang FeZaNoSa Enterprise is a goat breeding in fresh and cholesterol less goat meat and milk products. Within the last three years has been significant increase in demand for these products. This can be explained to a large degree by the fact that up until recently consumers had awareness of consumption of healthy food and drinks. It has been only in the past few years that many of Malaysians aware of this healthy and full of energy goat meat and milk products. This is very positive for both these consumers that aware of this products as well as the breeder and dairy such as Ladang FeZaNoSa Enterprise that focuses in these products.

CUSTOMER

Ladang FeZaNoSa Enterprise will focus on three distinct customer segments. The first group is the low cholesterol meat consumers. This segment is growing 15% a year with 32,000 potential customers. The second niche is the healthy food and varieties of uses group such as cosmetic products contains goat milk. This segment also growing at 15% with 14,200 potential people. The last group is the dieters group. This segment is typically making modifications to their diet desire to lose weight. This niche group also growing at 15% with 48,000 possible customers.

MANAGEMENT TEAM

Recognizing the importance of human capital, Ladang FeZaNoSa Enterprise has assembled a strong management team. The team is led by Ferzae Wasimin as the general manager as well as the administrative manager of this company. Zalikha Jainanl will lead the marketing effort who responsible in all kind of task to marketod the products and handle wit the marketing management. Norwinda Irawaty Morni will lead in the financial aspects of this business and responsible handling all the financial problem and control the financial performance of this company. Sabli Jabin will lead the operation team as the operational manager of this company. Lading FeZaNoSa Enterprise is an exciting opportunity that combines fresh goat meat and milk with cholesterol free and directly from the nature addressing the recent for these new products. Demand of these products is expected to grow exponentially as consumers become more and more aware of healthy products. Through a combination of a strong management team , a solid business model, and exciting market demanded products will allow Ladang FeZaNoSa Enterprise to quickly gain market penetration and wealthy.

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1.0 INTRODUCTION

Goats are the most popular domesticated animals in the world and goat meat and milk are the most widely consumed animal products. Goats are popular with small holders because of their efficient conversion of feed into edible, high quality meat, milk, and hide. Goats are also used as a holistic tool for land vegetation management and fire fuel-load control. With proper grazing management, goats can eliminate noxious weeds, restore native grasses, and prevent fire through fuel-load reduction.

