

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION

FUNDAMENTAL OF ENTREPRENEURSHIP
& AGROFARM

JAIDAH MOHAMAD ALI	2008267122
NORIMAH IBRAHIM	2008267086
FATMAWATIE PIRMAN	2008267202
NUR ATIKA MD TARIP	2008267186

JULY - NOVEMBER 2010

TABLE OF CONTENT

		ITEM	PAGES
		Letter of submission	
		Acknowledgement	
		Executive Summary	1
1.0		Business Introduction	2-3
	1.1	Business Plan Purposes	4
	1.2	Logo Description	5
	1.3	Project Location	6
	1.4	Business Background	7-8
	1.5	Partners Background	9-12
	1.6	Partnership Term Agreement	13-16
2.0		Introduction to Administrative Plan	17
	2.1	Strategies of the Business	18-19
	2.2	Organizational Structure	20
	2.3	Organizational Chart	21
	2.4	List of Administrative Personnel	22
	2.5	Schedule of Task And Responsibilities	23-24
	2.6	Business And Working Hours	25
	2.7	Schedule of Remuneration	26
	2.8	Employees' Incentive Scheme	27-28
	2.9	List of Office Equipment	29-31
	2.10	Contribution of Partner	32
	2.11	Administration Budget	33
3.0		Introduction to Marketing Plan	34-35
	3.1	Business Profile	36
	3.2	Product Description	37-38

1.0 BUSINESS INTRODUCTION

The established name for our business is G Agrofarm. Basically, we are focusing on goats farming activity and selling it alive to customer for its meat.

The goats farming activity has been long performed in our country in a small scale as a minor activity and as one of the source of protein for customers. Currently, it is indicated there is an increase in the demand for goat meat in local market when the number of imported goat meat increases from the year 2005 until 2007.

Our business is currently located at Kg Tembalang, Tuaran, Sabah. The area has good drainage system since it is near to the beach. In addition, the area contains black soil for easy grass planting. It is on rural area which far from the neighborhood and the situation is likely suitable for us to avoid complaints on the noise by goats.

We venture into this business considering to the facts that this business is highly profitable due to high production level and minimum loss to be found. The business also said to have high potential growth since current trend for market needs is seem not fulfilled enough. We also decoded to have this business because of these following factors:

The advantages of goat farming:-

- 1) Fulfil the demand within the country
- 2) The capacity for adaptation by goats to very different environments
- 3) Small area needed

The advantages of goat:-

- 1) Goat can be sold as a good breed and people can consume its meat regularly as it is full of



vitamins which are good for their health.

- 2) The goat's milk can be used as cosmetics, health and dairy products.
- 3) The goat's horn, fur and skin can be used to make handcrafts and textiles.

As for the future prospects of our business, we determine to develop and expand our business to be among the biggest prime supplier in the goat farming industry in Malaysia.



1.1 Business Plan Purposes

This business plan is prepared by G Agrofarm for the purpose of :-

- 1) To get opportunities in the market and commercialize the goat farming industry in Malaysia.
- 2) To evaluate the business viability and growth potential of the proposed business.
- 3) As a guideline for day-to-day management of the business.
- 4) To be able to distribute business resources more effectively.
- 5) To convince potential investors and venture capitalists to invest in and support the farming industry of the country.

