

BOER GOAT ENTERPRISE



FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

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C. Executive summary

Boer goat Enterprise is a goat breeding in fresh and cholesterol less goat meat products. Within the last 3yrs 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 eating a healthy food. It has been only in the last few years the many of them aware of this healthy and full of energy goat meat products. This is very positive for both these consumers that aware of this product as well as the breeder such as Boer goat Enterprise that specialize in these products.

Consumer

BGE will focus on three distinct consumer segments. The 1st group is the lower cholesterol meat consumers. This segment is growing 15% a year with 32000 potential consumers. The 2nd niche is the healthy food group. This segment is also growing at 15% with 14200 potential people. The last group is the dieters group. This segment is typically making modifications to their diet based on their desire to lose weight. This niche is also growing at 15% with 48000 possible people.

Management team

Recognizing the importance of human capital, BGE has assembled a strong mgt team. The team is led by Hadzeeq Hilarius Mingkongas the general manager as well as operation manager of this company. Hadzeeq comes with 15 yrs of farming experience and in field that related to agriculture. In addition to his industry specific experience, he has had 2yrs of mgt experience. Sheril Aida Neriwill led the marketing effort having participated many yrs in this past farm. Zainulariffin Yusof brings financial skills to BGE after 15 yrs career in accounting mgt. Aida Natasha Suhaili were specialized in administration mgt. BGE is exciting opportunities that combines, fresh goat meat with majestic, cholesterol free and directly from nature addressing the recent need for these products. Demand of these products is expected to grow exponentially as consumers become more aware of healthy food. Through a combination of a strong mgt team, a solid business model and exciting market demanded products will allow BGE to quickly gain market penetration and cash richness.



1.0 INTRODUCTION

Company Background

Boer Goat Enterprise is a partnership business that is owned by Bumiputera's. The business will be operated in Sabah for undertaking goat breeding. The business had work together with several individuals that have broad knowledge and experience in the field of industry and farming, conservation and regional trade.

The idea of setting up the business comes from the founder because of his interest in venturing into farming. It is also an effort to meet and support the government proposal to increase basic agricultural and livestock production as the country's food resources.

The business is located in Kampung Buangan Kimanis, Jalan Kota Kinabalu-Papar Lama. Our business are near to our farm which is 3.24 acres, our business for the first time will cattle a hundred Boer goat in the farm where the farm have a stream as the water resources for the goat and a green grass also ply as the food sources for the goats. Our business chooses this location because it has all the resources that important to the goat breeding for example the water resources and the food sources. It also a strategic location for our business because it is near to the village, so we can attract people who want to buy the Boer goat from us.

The date of business commencement is at 9th of June 2011.