

FUNDAMENTAL OF  
ENTREPRENEURSHIP  
ETR 300

GOATS' POLTRY

BOER ENTERPRISE

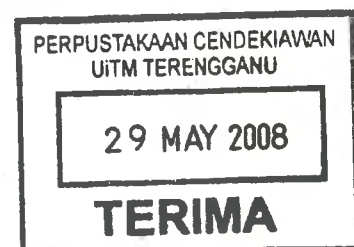
NO.36, KAMPUNG SRI LUKUT, BATU 28, JALAN  
MERSING 86700, KAHANG KLUANG JOHOR.

**PREPARED BY:**

NAME	MATRIC NO	GROUP/CLASS
SITI FATIMAH BINTI MOHAMMED ESA	2004143180	EED6EA
SUMAYAH BINTI ILIAS	2004157395	EED6EA
MASNIAH BINTI YAKUP	2004143214	EED6EA
ASMA' ARINA BINTI AB. AZID	2004157356	EED6EA

**DATE OF SUBMISSION : 27 SEPTEMBER 2007**

Unit Perkhidmatan Maklumat  
Perpustakaan Cendekiawan  
UiTM Terengganu



FOTOSTAT TIDAK DIBENARKAN

## 1.0 INTRODUCTION

Development of business nowadays, more competitive and advance, hence as a first stage, we try to established effective and flexible business that's namely as **BOER ENTERPRISE**. BOER ENTERPRISE have four partners. They are Siti Fatimah binti Mohammed Esa, Sumayah binti Ilias, Masniah binti Yakup and Asma' Arina binti Ab. Azid. We will start our business in January 2008. Our business is located at No 36, Kampung Sri Lukut, Batu 28, 86700 Kahang, Kluang Johor. Basically, the nature of our business is including the product from goat such as goat's milk, mutton, fertilizer and lamb breed. As mentioned, being business cooperation may face various obstacles and difficulties.

Third national agricultural policy had emphasized on domestically based food supplies. This includes manufacturing the commodity of mutton, goats' milk, fertilizer and lamb breed. To increase the product out of this segment, Jabatan Pertanian Haiwan had considered the entire role they can play.

Through observations and field inspections, Jabatan Perkhidmatan Haiwan concludes that goat based agricultural products has its potential and should be developed further. The strength of this business is that it doesn't require large amount of land and such a large investment. Besides, this business doesn't involve foreign exchanges through the fact that all the basic supplies which are required can be obtained from domestic market.

Generally, the demand of this commodity increases by year. The increase of the demand of imported supplies somewhat how shaken our awareness. Thus, something needs to be done. We think, by creating an excellent and productive manufacturing system, the rate of the local supplies can be increased on the shortest period of time. The fundamental of a good goat breed has to be obtained towards the development of this business and to reduce the source of help of imported breed supplies, parallel to the government policy to reduce the imported supplies.

### 3 BACKGROUND OF THE BUSINESS

- **Name of the business** : **BOER ENTERPRISE**
- **Business address** : No. 36, Kampung Sri Lukut, Batu 28,  
86700, Kluang Johor.
  
- **Correspondence address** : Same as above
- **Telephone number** : 07-7883799
- **Form of business** : Private Limited Company
- **Main activity** : Supply Breed  
: Produce Mutton  
: Produce Fertilizer  
: Supply Goat Milk
  
- **Date of commencement of business** : 1<sup>ST</sup> January 2008
- **Date of business registration** : Still in progress
- **Business registration number** : Still in progress
- **Name of bank** : Bank Pertanian Berhad
- **Bank account number** : 1307-0065207-52-7
- **Equity contribution** : RM 194 850

### EQUITY CONTRIBUTION

NAME	%	RM
SITI FATIMAH BINTI YAKUP	25	48 712.50
SUMAIYAH BINTI ALIAS	25	48 712.50
MASNIAH BINTI YAKUP	25	48 712.50
ASMA' ARINA BINTI AB.AZID	25	48 712.50
<b>TOTAL</b>	100	194 850



<b>NO.</b>	<b>TOPIC</b>	<b>PAGE</b>
1.	<b>INTRODUCTION</b>	1
2.	<b>PURPOSES OF PREPARING BUSINESS PLAN</b>	2
3.	<b>COMPANY BACKGROUND</b>	3
4.	<b>PARTNERS BACKGROUND</b>	4
5.	<b>LOCATION OF THE PROJECT</b> 5.1- PHYSICAL LOCATION 5.2- FARM SIZE 5.2.1 Shed 5.3- INFRASTRUCTURE 5.4- LOCATION (ROAD MAP)	8 8 8 8 9
6.	<b>ADMINISTRATIVE PLAN</b> 6.1- <b>BUSINESS OBJECTIVES</b> 6.1.1 VISION 6.1.2 MISSION 6.1.3 OBJECTIVE 6.2- ORGANIZATION CHART 6.3- ORGANIZATIONAL PERSONAL 6.4- JOB DISCRIPTION 6.5- REMUNERATION TABLE 6.6- LIST OF OFFICE, FURNITURE, FICTURE AND FITTING 6.7- ADMINISTRATIVE BUDGET	10 10 10 10 11 12 12 13 13 14
7.	<b>MARKETING PLAN</b> 7.1- INTRODUCTION OF PRODUCT 7.2- TARGET MARKET 7.3- MARKET SIZE 7.4- COMPETITORS 7.5- MARKET SHARE 7.6- SALES FORCAST 7.7- MARKETING STRATEGY 7.7.1- PRODUCT STRATEGY 7.7.2- PRICE STRATEGY 7.7.3- DISTRIBUTION STRATEGY 7.7.4- PROMOTION STRATEGY 7.8- MARKETING BUDGET	15 16 17 18 19 20 21 21 22 22 22 23

8.	<b>OPERATION PLAN</b> 8.1- FLOW CHART PROCESS 8.1.1- OPERATION PROCESS 8.2- HOURS OF OPERATION 8.3- MATERIAL / STOCK REQUIREMENT 8.3.1- BREED 8.3.2- FOOD 8.3.3- FORECAST ACQUISITION OF RAW MATERIAL 8.4- LIST OF MACHINE AND EQUIPMENT 8.5- SHED LAYOUT 8.6- OFFICE LAYOUT	24 26 27 28 28 30 31 32 33 36
9.	<b>FINANCIAL PLAN</b>	37
10.	<b>10.0 REFERENCE</b> <b>10.1 APPENDIX</b>	49 50