



UNIVERSITI TEKNOLOGI MARA

ENT 300

(FUNDAMENTALS OF ENTREPRENEURSHIP)

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SUBMISSION DATE:

4 JULY 2021

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EXECUTIVE SUMMARY

The following business plan and the feasibility study is for the whole production scenario of local quail at the “Puyuh Legacy” Wakaf Bharu Kelantan. This study includes all the production and cost related factors while rearing to marketing of Malaysian quail. At this stage of global populations increase and the demand of protein is increasing quail can be a good source of protein and is very easy to rear and takes short time to be ready. Increasing demand of quail meat and eggs is one of the major reasons to start this farm. This study will help those people who are planning to run quail business around Wakaf Bharu or anywhere in the Kelantan. The primary target of this farm will be the local people of Tumpat and Kota Bharu and the market will be expanded to outside. The area of this entire farm will be 2 hectar.

BUSINESS DESCRIPTION

1.1 BUSINESS DESCRIPTION

Name of the Business	PUYUH LEGACY
Business Address	No 12,tingkat 1 persiaran 3 jalan wakaf bharu, 16250, wakaf bharu, kelantan
Correspondence Address	D773, Kampung Padang Mengkuang , bukit payong , 21400, marang , terengganu
Website	www.puyuhlegacy.com.my
E- mail	puyuhlegacy@gmail.com
Telephone Number	011-54542828
Fax Number	097700333
Form of Business	Business partner
Main Activity	Sold quail's eggs
Date of Commencement	14 may 2018
Date of Registration	24 December 2018
Registration Number	20180132453 (1314544-A)
Name of Bank	Bank Islam
Bank Account Number	031480201579894

1.2 OWNER DESCRIPTION

Name of Owner	WAN MUHAMAD SYAKIB BIN NORDIN
Identity Card Number	980211-03-7706
Permanent Address	Lot 2545 , taman adabi 16250, wakaf bharu , kelantan
Correspondence Address	Lot 2545 , taman adabi 16250, wakaf bharu , kelantan
E- Mail	syakibnordin12@gmail.com
Telephone Number/Fax Number	011-70376199
Date of Birth	11 February 1998
Marital Status	Single
Academic Qualification	Degree of Uitm
Course Attended	Business Administration
Skills	Creative , multitask , leadership
Experiences	Have been a sale marketing of well-known quail breeding company in Malaysia
Present Occupation	Entrepreneur
Previous Business Experience	Business in quail's eggs

2.0 PRODUCT AND SERVICES DESCRIPTION

The term 'quail farming' means, raising quails commercially (like other poultry birds) for the purpose of profitable eggs and meat production. The quail farming business is very easy, lucrative and entertaining. It's very easy to maintain a quail farm, because quails are among the smallest species of poultry birds. The Japanese scientists first tamed the wild quails and revealed the ways to raise them as domestic birds. Commercial quail farming in Japan has spread tremendously. Now, people throughout the world performing quail farming business commercially for the purpose of meat and egg production.

Quail farming is very profitable like other farming ventures such as chicken, turkey or duck farming business. Almost all types of weather conditions are suitable for starting quail farming business. Meat and eggs of quail are very tasty and nutritious suitable for diabetic patient. Quail eggs are very nutritious than other poultry eggs. Because quail eggs contain comparatively more protein, phosphorus, iron, vitamin A, B1 and B2. Quail farming can play a vital role to meet up the demand of food and nutrition. Quail farming business require small initial capital and labor. Quails can be raised along with your other poultry birds for meat or eggs production.