



اُونِيْوَرْسِيْتِيْ تِيْكَنُوْلُوْجِيْ مَإَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**OSTRICH ENTERPRISE BUSINESS PLAN**

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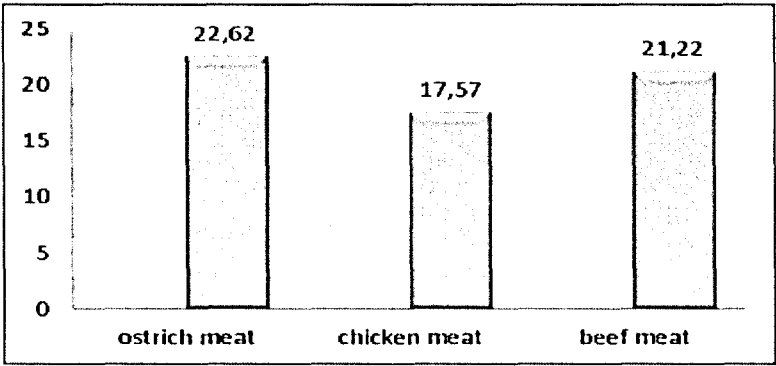
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**Executive Summary**

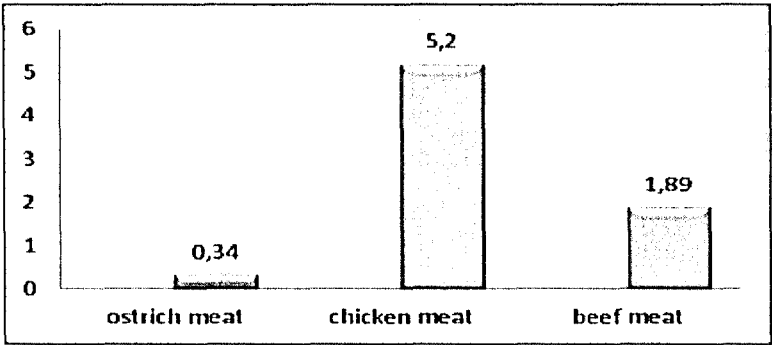
OSTrich Enterprise is a business that offers fast-food-themed food products in exploitation of ostrich meats. Our business concept is characterized by such an ostrich-based snack cafe. We believe the nourishment of ostrich meats can give more positive impact on the health of the human body.

According Naseva (2013), the ostrich meat can be referred as “healthy food”, rich in protein, with low fats, thus representing a good alternative of the chicken and beef, and is advised to be frequently included in the people’s diet. The beef and ostrich meat contain significantly ( $p < 0.01$ ) more water, protein and minerals, and less fats than the chicken. The beef contains significantly ( $p < 0.01$ ) less protein and minerals, and more fats than the ostrich meat.

The 2 charts below show the of the amount of protein in ostrich chicken and beef and Comparison of the amount of fat in ostrich chicken and beef.



**Chart 1:** Comparison of the amount of protein in ostrich chicken and beef



**Chart 2:** Comparison of the amount of fat in ostrich chicken and beef

One of our business objectives was set up because we want to give ordinary experience of Malaysian that they can get many benefits and nutrition from the ostrich meat. Many Malaysian dislike ostrich meat because the price is expensive, but if we concerned about our diet in our eating habits it is not an obstacle to enjoying the uniqueness of ostrich meat. We hope that OSTRichEnterprise is able to give opportunities of the community about the benefits of ostrich meat as well as the products we produce from this ostrich can be lined up by way of selling various types of food.

With paid up capital up to RM 114,791.00, OSTRich Café will be located at No. 27, Jalan Plumbum 7/S, Seksyen 7, 40000 Shah Alam, Selangor Darul Ehsan. OSTRich Café will offer main menu such as OSTRich Kebab, OSTRich Burger, Roti John OSTRich, OSTRich Satay and OSTRich soup. The price of all these menus start from RM 2.00 to RM 11.50. We believe that benefits and nutrition from the ostrich meat will interact consumers. OSTRich Café offer the products for all who want to try dish from nutrition meats from ostrich.

The owner of OSTRich Café consist of Bachelor of Business Management. (Human Resources Management) (Hons) University of Technology MARA, Shah Alam students named Nurzawani Binti Ismawi, Nadhirah Binti Mohd Jais, Iasmul 'Azham Bin Ibrahim, Mohd Faizar Bin Mohamed Rani and Nurul Izzaty Binti Othman.

Afterplanning and calculating in terms of sales, purchases and budgets, the OSTRichEnterprise is able to achieve a profit of RM52,979 over a period of one year from the date of business. Additionally, the return point of the profit which is achieved by OSTRich Enterprise is 8% of the product sales. Hence, financial plans are very important for every business because if the business success, it will improve financial and the business still can run.

There are various issues of administration, marketing, operations and financial planning that are attractive and categorized as excellence in this business plan. Hopefully this business plan will attract the attention of business investors and the banks to lend to implement this OSTRich business.