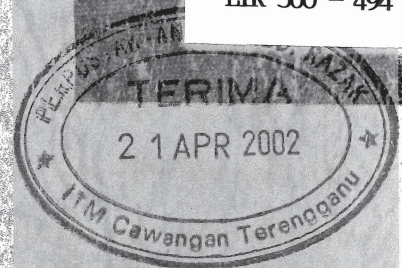


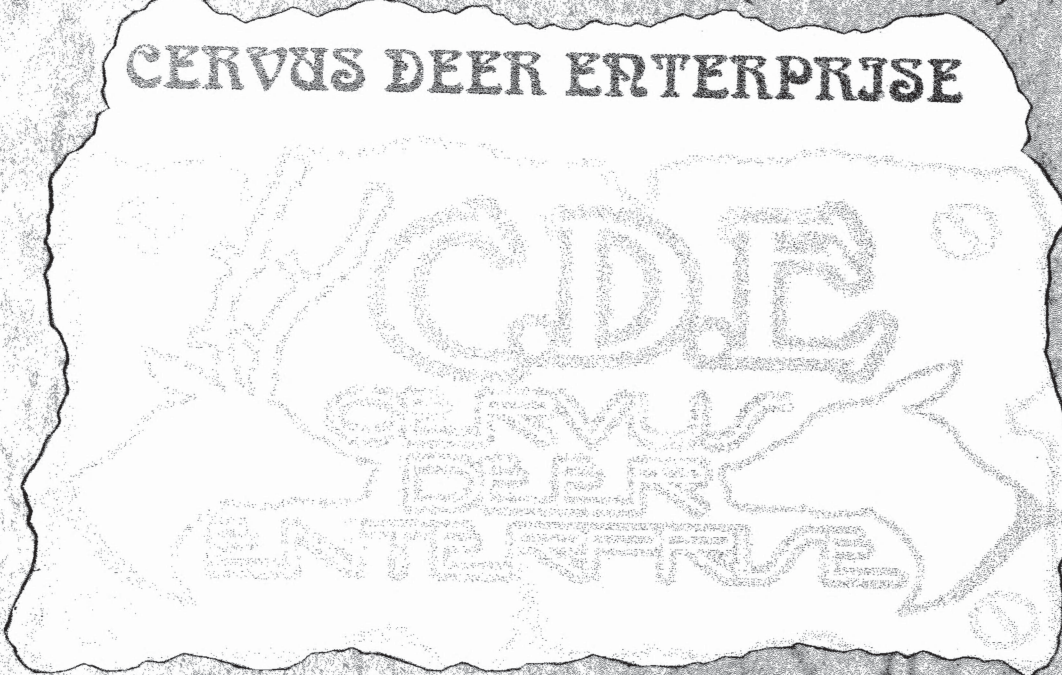
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**MARA UNIVERSITY
TECHNOLOGY
DUNGUN CAMPUS
ENTERPRENEURSHIP (ETR 300)**

CERVUS DEER ENTERPRISE



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MEDEC Coordinator

2. Prof. Madya Norsidah Ahmad

MEDEC lecturer

3. En Roslan

SEKIANG Director



EXECUTIVE SUMMARY

The Cervus Deer Enterprise is fully owned by Bumiputera is situated at Felda Pemanis Estate, 85000, Segamat, Johor. It is situated about 20 kilometres from Segamat Town. We run a deer farm and sell the product of deer like meats, antlers, skins and other part of deer's body. Besides that, we also have Deer Recreational Park for those who want to visit and know a lot about deer.

We know this business has a very high demand which increase rapidly nowadays. Today, there are not many people involve in this business.

Our product will be sold or distribute to other places. We also will sell the deer to those who want to live stock or slaughter it.

In running this business, we have 5 workers consists of General Manager, Administration, Operational, Marketing and Financial Manager. Besides that, we also have another 8 workers consists of one financial clerk and other workers. Our business will operate on Saturday to Thursday. Friday will be our public holiday.

Our business will take quite a long time to gain big profit but we do believe that it have a bright future.

TABLE OF CONTENT.

<i>CONTENT</i>	<i>PAGE</i>
1.0 INTRODUCTION	1
2.0 PURPOSE	2
3.0 BACKGROUND OF BUSINESS	3
4.0 BACKGROUND OF PARTNERS	4
5.0 LOCATION	9
6.0 ADMINISTRATION PLAN	
6.1 Introduction of Organization	11
6.2 Objective of Business	12
6.3 Organization Chart	13
6.4 Job Position and Number of Workers	14
6.5 Task Specification	15
6.6 Remuneration Table	18
6.7 Fringe Benefit	19
6.8 List of Office Furniture, Fixtures & Fitting	21
6.9 Office Layout	22
6.10 Administration Budget	23
7.0 MARKETING PLAN.	
7.0 Introduction	24
7.1 List of product/services offered	25
7.2 Target Market	26
7.3 Market Size	28
7.4 Competitors	30
7.5 Market Share	31
7.6 Sales Forecast	32
7.7 Marketing Strategies	33
7.8 Marketing Budget	37
8.0 OPERATION PLAN	
8.0 Introduction	38
8.1 Operation Flow Chart	40
8.2 Operation Process	41
8.3 Operation Hours and Work Schedule	43
8.4 Material Requirement	45
8.5 Operation Budget	51
8.6 Operation Budget (for three years)	52
8.7 Operation Layout	53
9.0 FINANCIAL PLAN	
9.1 Project Implementation Cost	54
9.2 Source of Fund	56

9.3 Loan Amortization Schedule	56
9.4 Lease by Back Schedule	57
9.5 Table of Depreciation	58
9.6 Cash Flow Table	61
9.7 Trading, Profit & Loss Account	63
9.8 Balance Sheet Proforma	65
10.0 <u>JUSTIFICATION</u>	66
11.0 <u>APPENDIX</u>	67