

UNIVERSITI TEKNOLOGI MARA (UTM)

(ETR 300)

FUNDAMENTAL OF ENTREPRENEURSHIP

AVESTRUZ SDN.BHD

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JULY-NOVEMBER 2010

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## 1.0 Introduction

In order to support our government mission to improve our agriculture production, we take the challenge to fulfill the demand of food in our country.

Nowadays, people are intending to search for healthier food. The right choice to give balance nutrition on their meal is ostrich meat. This is because ostrich meat which has a lot of benefit such as low of cholesterol compares others red meat. Our business will produce the meat and other stuff such as skin and feather.

Therefore, from all of this reason our group has made decision to choose produce ostrich product as our entrepreneurship project.

Our groups choose this type of business because it brings many benefits such as:

- Our country can be the producer of ostrich's meat to other country.
- We can fulfill the demand of food in our country.
- We can gain higher profit from this product.

## 1.1 PURPOSES

The purposes of preparing this business plan are:

- a) Good prospect of income for long term.
- b) To apply for loan or financing facilities from relevant financial institutions.
- c) As a guidelines for the management department in business progress.
- d) To allocate resources as efficient as possible which is related to the business
- e) To stimulate new ideas and well managed effort towards the successful life as entrepreneurs.
- f) To understand how manage business and maintaining the business in comfort zone.

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