

UNIVERSITI TEKNOLOGI MARA (UITM)
SABAH

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
"QUAIL ENTERPRISE"

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MAY - OCTOBER 2011

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1.0 Introduction

Generally, quail farming has long been observed by local quail breeders. The main result of this breeding is a quail's egg the existing and limited its own market. Meat production to consume is from the by-products of this layer quail farming. Male quail that are not needed for egg production will be processed and sold. Similarly, quail-old layer chicks will be processed and sold as meat. For specific farmers for production meat obtained using the quail type layer. But, there is also preservation of the type of big quail from imported breeds.

Livestock is still at the level of scale quail for many consider farming difficult to reach commercial levels. Most of the quail breeder practices traditional way. The supply of chicks is very limited. Cause of child chicks are either from their own farm or purchased from other farmers with livestock breeding quail. Most farmers quail local use of one type of quail for egg production and meat. Master breeder breeders breeding quail system cycle method in which the child replaces the parent. When the parent stock old, and must be replaced, then the farmers will take the eggs from this stock to be breed and then made the holding of stocks. Way This breeding has been going forever and found the results production and performance of the quail decline or no change.

For the purposes of this industrial development, specialized care it is important progress. Operators need to breed chicks suitable for the production of a commodity quail. For the purpose of production of meat, the use of the obese gene with good production efficiency should be used and is recommended. Supply of quality breeds to be preserved for ensure the efficiency of this industry can bring to a more profitable