

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT 300)

UNIVERSAL GOAT

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**EXECUTIVE INTRODUCTION****EXERCUTIVE SUMARRY**

HAKMILIK  
Perpustakaan  
Universiti Teknologi MARA  
Sabah

In the name of Allah S.W.T

As the representative of UNIVERSAL GOAT Company, I would like to thank all the people who are involve in making our business preparation working smoothly, especially our lecturer Mr. Cyril for all the advice and recommendations to our business plan proposal. Also, thank to member of the UNIVERSAL GOAT business plan that are:

- ❖ Zieta enggu Rashid
- ❖ Beatrice olyvia Anthony
- ❖ Rosihan bte achil
- ❖ Siti salehah bte hamdan

The entire business plan member had sacrifice our time to make the business plan possible and spending our time on doing some research for our business plan. The entire business plan member had also contributed some amount of money for the purpose of visiting the business plan location at TUARAN and also to do research and printing a copy of our business plan.

The entire member of the business plan would also like to thank all the shareholders and panel that had been invited by our lecture to view our business plan presentation. I wish that with all the effort and sacrifice made by the business plan member will bring success to our business plan.

You're sincerely,

SALINAN FOTO TIDAK DIBENARKAN

**NOOR AZIELAH BTE ZULKAPLE**

**GENERAL MANAGER**



## 1.2 INTRODUCTION

For our business plan team we have decided to open a goat farming business, because we seek an opportunity in goat farming business because of the government new policy that is to be one of the largest suppliers a halal product in the world, this policy is known as a halal hub policy. One of the reasons for our team to do a goat farming business is to support the government new policy of halal hub. Our business is created on the 12 November of 2009 n starting its operation on the 24 of February 2010 with the company name of **UNIVERSAL GOAT** that is located at Tuaran.

Our business is a partnership type of business which consist of five partners and a family business succession which had been past down form one of our partners grandfather. We as partners have decided to improvise and expand the farm into a more sophisticated farm with a bigger number of capital and providing the farm with a more advance system and facilities. With a high capital and an advance system it would help us in expanding our market and increase our production.

In order to provide our business with a high capital our member need to contribute some equity, and of course we need to make a bank loan for the equity that needs to be provided to our business. Other than a contribution from every partner the company it self is applying a business loan in order to support the operating process to make sure that the capital of our company is enough to support the business operation.

Since our business is quite complicated business because it involve in taking care of an animal, member are required to have some knowledge on farming. Luckily, all of our partners have a farming background and knowledge on how to take care of goat farming and barn; this is an advantage to our business plan in order to improvise our business. In goat farming, airing system is an essential to our barn as the goat are sensitive to temperature and this will be discuss specifically in the operational section of our business report.

Since goat farming is not very popular among public, our business have its own marketing strategies to promote our product to the public in order to increase our sales. Other than that challenges from competitors are also one of our main concerns, in order to compete with our competitors we need to have a good marketing strategies and a high quality product offering to our customers and prospect. Marketing strategies are very essential in our business as local goat farming is not a best option for hotel and public because of the price of local goat.

More information about our business will be discussed specifically in our business report according to each department.