

UNIVERSITI TEKNOLOGI MARA (UITM)
CAWANGAN SABAH

ETR 300
FUNDAMENTAL OF ENTREPRENEURSHIP

LAYANG - LAYANG HOLDINGS

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JANUARY - MEI 2011



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Summary

As we doing this business plan we had obtain and achieve some important thing in order to get the best result of this project. Our main purpose for doing this project is to obtain loan to get funding as our project can be seen as a potential and sustainable in business especially in Malaysia. Other than that, this project that we want to do have come out with the outcome of gaining profit from it as it is profitable. In this section, we will expose to you some of the details of our project. Our business name is Layang-layang Holdings and we as the supplier in selling a bird nest. Our business is a manufacturing industry and further with that our business can be considered as retail industry. Our office is located at Kampung Norowot in Tuaran, Sabah. Our bird house also located in the same place that near to our office. We are expecting that our business may start in 1st January 2012. Our business plan which is Layang-layang Holdings is prepared of obtaining working capital loan from Agrobank for the amount of RM30, 000. Our bank account is 2813 9187 9019 8888. We as a group have agreed on unanimous decision on deciding on choosing this business as it can be seen that this business is profitable instead it will expanding widely in future.



Company mission: as we agreed, our company leads by our creative mission that brings to an achievement of our company goals.

COMPANY MISSION

Our company will provide an average price of bird nest to fulfill the needs of all types of people.

Company vision: vision is one of the important elements in doing any business especially in the field of agriculture. Our company vision as below.

COMPANY VISSION

Our company will be one of the successful companies that producing high quality of bird nest in Malaysia especially in Sabah.

Objective: simple, achievable, measureable and affordable. Our company exists because we want to achieve the objective of our company.

OBJECTIVES

To gain maximum profits and provide an healthy product.

LAYANG-LAYANG HOLDINGS



Figure 1.0

LAYANG-LAYANG HOLDINGS

We are choosing this name as our company's name because it symbolizes as the swallows is the most priority for our business. As it is the provider for bird nest that we are used to supply and sell it to our customers.

Bird picture

The picture we use as our logo is the swallows as it is our symbol of our business.



This symbol we use is symbolizes as the protector to the swallows as we are not harming them as we are taking their nest for our business. We are providing the house bird as their second home or their shelter. We are carefully inspecting the bird house for their comfort and as their standard living just like the environment in caves.