



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH  
KAMPUS SUNGAI PETANI**

**INTRODUCTION TO ENTREPRENUERSHIP ETR300**

**DA' BOOM ENTERPRISE**

**PREPARED BY: D 08**

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## **PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)**

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Tarikh : 18/7/00

### **KEPADA SESIAPA YANG BERKENAAN**

Tuan/Puan

### **ASAS KEUSAHAWANAN (ETR)**

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. Mohamed Ali B. Md. Arshad
2. Mohd. Shahnizam B. Mohamad Noor
3. Azmi @ Jimmy Shanley B. Norjahan Salleh
4. Masni Bt. Ahmad @ Md. Radzi
5. Azura Bt. Zainol Abidin

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih

Yang benar

**MOHD. AZHAR OSMAN**

Koordinator

b/p. Provos

## **EXECUTIVE SUMMARY**

### **1. Name and Address of Business**

Da' Boom Enterprise

Ground Floor, Lot 173-A,  
Kompleks Pasar Besar,  
Lencong Barat,  
05150 Alor Setar,  
Kedah Darul Aman.  
(office)

Kampung Baharu Lubuk Ipoh,  
Belimbing Kiri,  
06300 Kuala Nerang,  
Kedah Darul Aman.  
( farm )

### **2. Scope of The Business**

- Breeding of deer
- Processing of deer
- Supply of deer

### **3. Type of Business**

- Partnership

### **4. Location**

The locations chosen is as the above addresses. The reasons on why they were chosen are:-

- a) The area provides basic infrastructure facilities such as electricity, water, telephone lines and the road which is in a pretty good condition.
- b) For the office, the price of building was quite reasonable and is located within the city range. As for the farm, the land is owned by the general manager thus saving us from buying or renting the land which would have cost us quite a bit.
- c) The main reason is that it makes it easier for our clients to do business with us.

## **Introduction**

We have on the whole agreed and decided to involve ourselves in this world of business which involves the sale of slaughter stock for venison, sale of breeding stock (live deer) and sale of velvet antlers and skins.

As known, the activity of supplying deer stock is a relatively new field and has the potential to gain a large market.

We got ourselves involved in this form of business, mainly due to the fact that we had high confidence that this business will be very profitable. This is because we feel that is of human nature to always demand for something new. This is where we hope the supply of deer will be able to fulfill the needs and wants of the society.

The government has given it's full backing to the bumiputra community to get themselves involved in the breeding and supplying of deer's. Thus we feel that we are able to fulfill the call by the government.

The type of deer that we will be breeding is of *Cervus Timorensis* species. It is bred at an area in the Kuala Nerang district. We decided to choose that position because of the suitability of the area. The place is quite silent and far away from the daily activities of human beings. This is in fact quite good for the deer's, as they are quite sensitive to sounds and loud noises. Apart from that, the location that we have chosen to breed and supply the deer is quite near to our head office which is located at Alor Setar, thus making easier for the marketing of the deer's to our target market.

From the competition perspective, we feel there is nothing much to be worried about since in Malaysia itself that are only a few places that are actually involved in this relatively new industry. It is also a stated fact that the bumiputras are the one's lagging behind in this industry and this has only given us the extra drive to prove that we can succeed. The future prospect of this kind of market expanding is also very high and with the added support from department of agriculture, and other government sectors, we hope to start up this business project soon.