



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

INTRODUCTION TO ENTREPRENUERSHIP ETR300

**CAMELUS ENTERPRISE
'OSTRICH FARM'**

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KEPADA SESIAPA YANG BERKENAAN

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ASAS KEUSAHAWANAN (ETR)

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Pelajar-pelajar berkenaan ialah:

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

Sekian, terima kasih

Yang benar

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EXECUTIVE SUMMARY

Camelus Enterprise; Ostrich Farm consists of 4 members with the overall capital contribution of partners is RM 190,000.00. and a loan from bank with the amount of RM 346,000. Camelus Enterprise; Ostrich Farm is being set up on January 1st 2003.

Camelus Enterprise; Ostrich Farm (also known from this point forward as Camelus Ostrich Farm, COF, the business) is specializing in producing fresh ostrich meats, ostrich skins, and other parts of its body for souvenirs.

Factors' affecting the establishment of the business is because it is a merging business in the sale of red meat market. Ostrich meat is well known for its nutrition. It is said to be the premier red meat of the next century. So, the business has take the opportunity in carrying out the business in producing fresh ostrich meat. Moreover from research that have been done, competitors are likely interested to involve in ostrich breeding. Only 2 competitors have been found which in the market share, the business carry almost 60% of the shares.

The business take place at Kg Rasau, SlimRiver in Perak which is suitable and fulfills the criteria in the ostrich environment, facilities and the most important things; situated between 2 major cities, Ipoh and Kuala Lumpur.

The number of management team members in the Camelus Enterprise is 4 while the labor workforce on the operation, marketing and administration is around 11 persons.

The business markets its product among the hotels, restaurants, and supermarkets. It is expected to expand the market size because of the limiting number of competitors who involves in the business.

Operations of the farm is properly controlled by the experienced operation manager and the site workers in ensure the ostrich's product being produce is fresh and satisfying both the farm management and the customer.

In starting the operation of the farm, Camelus Enterprise start at the cost of RM 872,200. The business is expected to receive the amount of the cost by one an a half year of its operation. By the end of the second year of its operation, Camelus Enterprise; Ostrich Farm will receive a profit amounted to RM 676,438. This is 2 times higher than the usual profit expected to receive.



INTRODUCTION.

The Business.

Camelus Ostrich Farm will begin operations in 2003 under the corporation name of Camelus Enterprise. The corporation is set up on August 10, 2000 in Sungai Petani.

The company's form of organization is partnership. Four individuals, AZMIR SUZLI (40%), ASHGAR FARISH (20%), NAZRUL IZWAN (20%) and KHAIROL IZUWAN (20%) will own all 1000 shares of the corporation.

Its Product

Camelus Ostrich Farm will specialize in producing ostrich meats and several products extracted from the ostrich such as leathers and other parts of the ostrich body.

Camelus Ostrich Farm is unique because it is the only farm that produce ostrich broiler as a business. This is quite different from the competition, which mostly produce ostrich breeder.

Its Location.

The business will be located at Kampung Rasau in Slim River, Perak. The location is strategic because it is halfway between Ipoh and Kuala Lumpur. This will make it convenient for customers to get their products.

It is also situated close to the North South Highway, which has a daily traffic count of 10000 to 15000 vehicles.

The facility used by Camelus will be a 20-acre of agricultural land. About 8 acres will comprise the ostrich's holding area. Another 2 acres is for the slaughterhouse, garage and the office. The remaining 10 acres will be designated for upcoming ostrich holding area when the business starts to expand its operations.

Suppliers.

Ostrich food and vitamins will be purchased through Goldcoin Company (Butterworth, Penang) and Lazuly Company (Kuala Lumpur). Those distributors have been in business in excess of 5 years and have very good reputations in the industry. Foods and vitamins will be received once a month.