

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
( ETR 300 )

PENTERNAKAN ANKAS

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## 1.0 INTRODUCTION

### 1.1 Executive Summary

As a representative of Bunny Farm Enterprise I would like to say thank you to everybody who get involved, especially to our family who give support and also to all my friends and teammates, together with me to complete this Business Plan.

There have a lot of problems in doing this task and we are not easy to give up and we successfully handle and settle the entire problem. We have sacrificed most of our time, our energy, our own money and most of our tutorial classes to ensure that this Business Plan is complete in the most successful way.

All of the mistakes, either directly or indirectly hope could be apologized because all of it is come from us. However, what we want to achieve are our objective and success to completely done this task.

During the completion of this business plan, I thought about a vision that is introduced by our current Prime Minister. Sabah Development Policy is a policy that we believe will bring us a lot of fortune in terms of improving the economic level and also the development of this country.

Truly,



(Farina Fasya Binti Abd. Razak)

General Manager,

Bunny Farm Enterprise.



## 1.2 Introduction Plan

Towards in achieving mission 2020, our government has a lot of intensive and support to enhance the bumiputra to involve in business. In Sabah, agriculture sector have a big potential to be develop and also to fulfill society needs besides reduce the import while increase the exports. For instance, the government gives facilities, practical institution and courses that related to entrepreneurship. Apart from that, we can see that bumiputra can stand on their own feet and able to compete with other races especially in economic sector.

Bumiputra also can be exposure in the field of small business and entrepreneurship as well as to introduce some of the basic techniques and tools that can be used by entrepreneurs in managing their businesses. Besides that, the less number of competitors in agriculture industry also give this company chances to develop the company economy and also chances to be commercial. In our business, we will put a priority on:

- Quality of the services
- Costumer's satisfactions
- Costumer's conveniences

The people who use our service is pet owner, school children, traveler, personal, company and many more. We will sell a live rabbit where the breed is suitable for pets and meat. From our view, we believe that this business has potential to be developed accordance to the advantages of rabbit pets and meats where people can make a new hobby and spend time with valuable activity. Rabbit meat is still more economical in terms of feed energy than beef; therefore it is an attractive proposition, especially when the aim is to produce quality animal protein. Rabbits can also easily convert the available proteins in cellulose-rich plants. It is the only animals with higher energy and protein efficiency.

We are determined to open this Bunny Farm Enterprise to be promoted that rabbit have variety uses whether as a hobby or food sources. Bunny Farm Enterprise also will become the largest Rabbit farming in Malaysia. Our business



is more focusing on farming rabbit and supplies the live rabbit to all customers that interested and also to the meat factory in whole Malaysia. For the beginning, my company only produces the small amount of rabbit to be selling in order to maintain our rabbit breeding. Besides that, the less number of competitors in rabbit farming industry also give this company chances to develop the company economy with more farm.

Bunny Farm Enterprise was made by the agreement of four partnerships which is focusing in farming and supply live rabbit. Our business will be started on the 1<sup>st</sup> March of year 2010. This is because we need a bit of time to do further observation. We hope that we will able to capture our market share especially in Kota Kinabalu, before we expand our business to every territory in Borneo and also to overseas such as Brunei Darussalam, Singapore, Japan and many more.

The business is made not only to fulfill needs of the people around Kota Kinabalu but also to attract more customers to buy and create new hobby which rabbit can be a pets. Rabbit meat also has a high protein, vitamin and more nutritious than chicken meat which is less cholesterol. Beside, all people who concern about their health can choose rabbit meat than chicken meat because of protein and also as a new taste of the meal. Apart from that, it will create more job opportunity, produce more local entrepreneurs and introduce and promote our rabbit farming to the huge area especially in Asian. These industries also play an important role in order to challenge the Sabah Development Corridor objectives.

Other than that, the Sabah government gives support to the private companies to modernize and develop the agriculture industry. Although this company is still young and lack of experiences but with the helps from local government, we confident that this industry can give a benefit and good profit to our company and also generally increasing the Sabah economy. This is the time to answer the challenge given by the government that local entrepreneurship really can do it. Thus, for all the things that is stated above, we really hope that our business will be successful and can being accepted in the market.