



اَوْنَبُوْرَسِيَّتِي تِيَكُونُوْ لُوْ كِيْنِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

PREPARED BY

FALCULTY & : FALCULTY OF PLANTATION AND AGROTECHNOLOGY

PROGRAM : DIPLOMA IN PLANTATION

SEMESTER : 5 (AT1105A)

PROJECT TITTLE : BUSINESS PLAN

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SUBMISSION DATE

13 DECEMBER 2018

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EMBEK FARIN

EXECUTIVE SUMMARY

The form of our business is partnership where it consists of three members. The three members are Mrs, As Sharone ak Jerome as General Manager and Administration Manager, Mrs, Andrea Ping Jeram as Marketing Manager and Operational Manager and lastly Mrs, Nurhidayah bt Abdullah selected as our Financial Manager.

The name of our business is Embek Farm which is located at Sg Asap Belaga, Bintulu. We consider our location is strategic as it is located nearby the residential area. Location is one of the important factor that will contribute to the business therefore we are really concern in choosing the business location to reach our target market.

The main business activity is selling fresh goat meat. We have set out target customers which is supermarket and restaurant in Bitulu and Miri. We choose selling fresh goat meat as our business because livestock farming industry usually have a chance to success and expand in the future.

Lastly, our business vision is the need of our customer is ours priority. Therefore, every each of the managers will play their own roles in order to maintain the goat meats quality and increase our profit from year to year.

EMBEK FARIN

SUBMISSION LETTER

Diploma in Planting Industry Management,
Universiti Teknologi Mara,
Sarawak Branch,
Mukah Campus.

Madam Siti Farah Binti Lajim,
Lecturer of ENT300,
Universiti Teknologi Mara,
Sarawak Branch,
Mukah Campus.

Madam,

Submission letter of Business Plan Proposal (ENT300)

Referring to the subject stated above, we would like to submit our business plan proposal of project paper for our ENT300 subject.

2. This business plan was completed according to the guidelines and requirements given according to our syllabus. This business plan also constructed to serve as a written document and guideline for a proposal business venture which include Background, Administration, Marketing, Operation and Financial aspects.

3. We hope that this business plan that we proposed does fulfil your requirement. Any mistake or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. We would like to thank for all your guidance and time to go through our business plan and analysing it. With all our efforts we hope that you will consider and approve this business plan that we prepared. Finally, with the cooperation that arises among us can enhance a good collaboration.

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

- i. **Name of the business** : EMBEK FARM
- ii. **Nature of business** : Partnership
- iii. **Industry profile** : Food industry
- iv. **Business location** : Sungai Asap 96900 Belaga
- v. **Date of commencement** : 1 January 2019
- vi. **Factor in selecting the proposed business :**
 - a. Why we choose breeding goat is because we want to know on how to taking care the goat and at the same time we could make more income from selling the goat.
 - b. Most of Malay people will purchase the goat meat for the dishes during Eid Mubarak.
- vii. **Future prospects of the business :**
 - a. We want to maintain our profit and our business will increase from time to time.
 - b. We want to expand widely our branch in every country so that we can get more income.

1.2 PURPOSE OF BUSINESS PLAN

1. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.
2. To analyse and evaluate the viability of proposed venture
3. To convince relevant parties of the investment potential of the project
4. As a guideline for managing the business
5. To allocate business resources effectively