

UNIVERSITI TEKNOLOGI MARA

A STUDY ON THE POSSIBILITY OF KO-
HAIWAN TO VENTURES INTO BEEF CATTLE
FARMING

LINUS LOJINGA
DG. SYALWAHTY AG. KASSIM
DELORIS FEDRICK JUANIS

MASTER IN BUSINESS ADMINISTRATION
May 2010

ABSTRACT

The Beef cattle farming in Sabah is still not ventured deeply by any individual or corporative and currently the state is only manage to produce 26% of beef meat to meet the local demand. This is sourced from all over Sabah and mainly through the contribution of small farmers. Most of the beef cattle are reared either in the oil palm or at the backyard of their houses. Therefore, this study will look into the possibility of KO-HAIWAN to venture into Beef Cattle Farming business as it diversifying activity. This study will also concentrate and analyze on the suitability, profitability and sustainability of beef cattle farming business. The study envisaged that there should be more coordination between the public and the private sectors and beef cattle – raising farmers. Most of the respondent is male which is a 69% or 104 respondents out of 150 respondents. The study found out that KO-HAIWAN should ventures in BCF based on findings that the majority respondents, example 122 out of 150 or 81.33% agree to this.

ACKNOWLEDGEMENT

This Applied Business Research is a continuous learning experience through which we have gained a deeper understanding of both the topic under research and the entire research process. It also puts a closure to the EMBA student and we have grown from a person that had no sense of research at all to one that has found an identity within the circle of managing research. Along the way, we have received numerous help from many great people, ranging from EMBA classmates to friends and families. Without the generous support and guidance we got from them, we would not have gone this far or achieve anything we can present here. We are lucky to have them around us and feel deeply indebted to them. We would like to express our most sincere appreciation to all of them.

First of all, we would like to thank our advisor, Professor Madya Haji. Dr Abdul Kadir Rosline. He not only showed us how to be a good researcher, but also set a good example as a good person. He pushed us gently but firmly to make the most out of our potential. Even with the most trivial ideas, he could see some value and help us develop them into viable research topics, and often times the research would evolve into something totally different from the original idea. He showed us that persistence and constant learning are the key characteristics of top-quality researchers. In addition, he has an extraordinary capacity to inspire and calm students. There are times that we got really frustrated with the data and results, but Professor Madya Haji. Dr Abdul Kadir Rosline would patiently point out that is common, and then provide a new line of thinking. Of course that means more work to do but breakthroughs often

TABLE OF CONTENTS

“DECLARATION OF ORIGINAL WORKS”	II
ABSTRACT	III
ACKNOWLEDGEMENT	IV
STUDENT PROFILE	VI
TABLE OF CONTENTS	VII
LIST OF TABLES	X
LIST OF FIGURES	XI
LIST OF ABBREVIATION	XII
CHAPTER 1	1
BACKGROUND OF STUDY	1
1.1 introduction	1
1.2 Scope OF Study	2
1.3 Objective of the Study	2
1.4 Research Objective	3
1.5 Research Significant	3
1.6 Limitation of the Study	4
1.7 Conclusion	4
CHAPTER 2	6
COOPERATIVE AS BUSINESS ENTITIES TOWARDS DIVERSIFICATION	6
2.1 Cooperative	6
2.2 Beef cattle	7

2.3	Breed of Beef Cattle.....	7
2.4	Introduction of KO-HAIWAN	8
2.4.1	The Main Objectives of KO-HAIWAN	8
2.4.2	Beef Cattle Farming in Sabah	9
2.5	Future Outlook of Livestock Market in sabah.....	12
2.6	THE CURRENT AND FUTURE OF COOPERATIVE.....	13
2.7	Koperasi Serbaguna kakitangan JPHPT (KO-HAIWAN).....	14
2.8	Diversifying Business of KO-HAIWAN.....	15
2.9	Theoretical framework	16
2.9.1	Suitability of BCF as new business venture of KO-HAIWAN.....	17
2.9.2	Sustainability of BCF as new business venture of KO-HAIWAN .	17
2.10	Conclusion	19
CHAPTER 3		20
RESEACH METHODOLOGY		20
3.1	Introduction.....	20
3.2	Problem Statement	20
3.3	Research Objective	20
3.4	Research Approach.....	21
3.5	Research Question	22
3.6	Data Collection.....	23
3.6.1	Primary Data	23
3.6.2	Sampling Design	23