



**FACULTY OF INFORMATION MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA**

Fundamental of Entrepreneurship  
(ENT 300)

**AYAM SIHAT TRADING**

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## **EXECUTIVE SUMMARY**

AYAM SIHAT is a cold storage that occur processing organic live poultry and selling a chicken at our own shop. We will sell a high protein and health by producing an organic chicken.

This business is based on partnership where it consists of four (4) members. The members consist of the General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 80, 000 where General Manager contributed RM 24, 000, Administration Manager RM 8, 000, Operating Manager, Marketing Manager, and Financial Manager each of them contributed RM 16, 000 and the rest is from the financial company's loan.

Our market focus based on population in Kota Samarahan which is our target group is caterers, groceries and housewife. We have an agreement with Joel's Farmland, whereas his company will supply us the fresh chicken every day.

Why we choose on this business? It is because there is still a high potential in making a high profit. Besides, it has been high demand among restaurants, caterers, groceries and housewife. Other reason is because it important daily consume by our target customers.

We will only provide the high quality and fresh chicken to our customers. That is our speciality among others competitors. This can effect on continuous service and we can gain a high profit due to our hard work in providing this kind of production.

In future for around three (3) years after this project established, our target is to add workers, to expand our site and to be the number one of well-known business, open branch in other places and be trusted cold storage for all level ages of people and races.

## **SUBMISSION LETTER**

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Sarawak.

Ms,

### RE: Submission of Business Plan

1. As the General Manager of Ayam Sihat, I hereby represent all my co-owners of submission of the business plan for your further evaluation.
2. This is the list of our co-owners in Ayam Sihat:

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## 1.1 Business Introduction

**Name of the company:** Name of our company is Ayam Sihat Trading.

**Nature of business:** Our business is involved in processing live poultry which is slaughtering, plucker trimmer, cleaning and selling chicken.

**Industry profile:** This business would fulfil the customers demanding on high quality of chicken. Besides, this business open in a small start-up trading business will be more concentrate on the quality and the productiveness of the service provided.

**Location of the business:** This business will be held at Shop Lot 2 & 3, Simpang Batu Tujuh, Kota Samarahan, 93250, Kuching, Sarawak. We choose this place because it is located at the center of the Kota Samarahan area which is convenient where it is a passage for community from every location.

**Date of business commencement:** This business will begin to operate on 1<sup>st</sup> January 2016.

**Factors in selecting the proposed business:** We choose this business because chicken has been high demand among restaurants, caterers, groceries and housewife. Other factor is chicken is very important daily consume by our target customers.

**Future prospects of business:** This business has a good prospect of business because where provide high quality and processing organic live poultry and selling a chicken as our on product and always fulfil the customer's demand. Besides that, it also provides a lower price rate compare with our competitors. Make a high profit because there is no other cold storage at our location chosen.