



EXECUTIVE SUMMARY

Our company is called COME-BIN TRADING, is our choice because it is suitable to our product which is goat. Our company supplies the goats to the markets. We also have plan to market our product to the target markets.

This business in nature partnership have been plan in 2007 and will be start at 1st May 2009. This partnership consist six (6) number of University Teknologi Mara (UiTM) Machang graduates. The General Manager is Mohd Shahnun Bin Che Jamel, the Administration Manager is Mohd Nasya Azlief Bin Mohd Napi, and the Marketing Manager is Mohd Asrull Naim Bin Ab Azib. The first Operating Manager is Mohd Samsul Bin Ismail and the second Operating Manager is Wan Muhammad Fikri Bin Wan Junoh. The Financial Manager is Ahmad Faiz Bin Jusoh.

Location of the business is at Bukit Tiu, Machang, Kelantan. The reason why we choose this location is because the location is suitable to market our product and also produce the product related to goat, this business can give work opportunity for the citizens. In fact, our office and farmyard is separately, the distance between office and farmyard location is about 5.2 KM from Bandar Machang. Location of our office is near to the target market and easy for the consumers negotiate with our promoter where as the farmyard location is near to the suppliers, so the cost of the logistic and transportation not incurred high cost.

The administration department has a responsibility to arrange the employee's personnel, such as remuneration, task and job and on the office facilities. It also responsible in planning the strategies to making business more develop.



In marketing department, we decide many ways of marketing strategies in ensure our customer satisfy on our products. The ways of our promotion are business card, promoter and advertising.

The operating department has responsibilities to make sure the operation is always progressing and less in any cost incurred. Besides that, the operation our starting at 9.00 is to 5.00 pm everyday except on a certain holiday.

We decide to generate the research and development department to make sure the product in the best quality and can satisfy the consumer need and want and also can meet the market demand. There are several factors why we select this business:



Factors in selecting the proposed business

Economy factor

In the economy crisis in Malaysia will give us a chance to run this business. This is because, by generating own company with our association entrepreneur will be able to generate their own sources of economic without relying on others company.

Social factor

We want to set up this business to serve customer who are looking in becoming a successful farmer. Nowadays, goats are becoming popular as it has a lot of benefits.

Current factor

The government gives support, instruction and cooperation to the farming and trading business, private company and individuals who want to become an entrepreneur.

Future prospects of the business

In the future, Come-Bin is looking into the prospect of opening branches in other state that will fulfill the highest demand of the goat's meat and trying to publish goats based product. Our company also will export the meats and product at the international level in 3 years approximately time.



1.0 INTRODUCTION

COME-BIN TRADING will establish and introduce at Bukit Tiu, Machang, Kelantan on 1st May 2009. We operating our business in nature partnership and each partner are contributing their capital equally which are RM 6520 each. We discover that our main competitors, which are Dusun Jaya Sdn. Bhd, Golden Valley Farm, D'Honest Farm and Osman Goat Farm.

We provide the best quality and our product to satisfy the consumer. Our product consists of goat and goat meats sell directly to the customer.

Presently, we are providing the special price to our customer market as the promotion price to our targeting customer. Our target customer's was according to demographic segmentation. Where as, the demographic segmentation we target on customer age 25 year and above and also the people with income above RM 1,500 per month.

We decide to separate location of office and farm yard because if the office in our farm yard, consumer is difficult to defined it and when our farm near to the town, it can cause of problems. The distance between office and farm is about 5.2 KM, and not too far. Other than that our farm is near to the suppliers. When office at to, customer can easily negotiate with our promoter.

The reason we select this business because to meet the high demand in the market and its increase by the year. Beside that, government support as they mention in RMK 9. Other than that, the reason is to develop the "Halal Hub" and "Halal Food" industries in Malaysia and lastly, we realize the advantages and benefits of goat meat between the others.

In our future, we want to expand our business by establish new branch and also can introduce our product to the foreign country as Islamic country.



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3.0 COMPANY BACKGROUND



Name of the Company : Come-Bin Trading

Address : Lot 231, Bangunan Lot Kedai, 18500, Machang, Kelantan.

Telephone Number : 09-7654321

Fax Number : 09-7651234

E-Mail : comebin_trading@streamyx.com

Form of Business : Partnership

Main Activities : Trading

Date of Commencement : 1st January 2009

Date of Register : July 2008

Registration Number : In Progress

Name of Bank : Agro Bank

Bank Account Number : 08-035-09-014706-7