



اَوْنُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

T ENTREPRENEUR (ENT300)

LE POULET CO.

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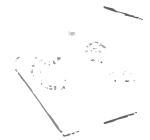
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LE POULET CO.



EXECUTIVE SUMMARY

LE POULET CO is a poultry company, established by 5 young people with different personality and different ideas. LE POULET CO not only produces chicken but also produces organic fertilizer. Our company is build with the main objective which is supplying Halal product and make the consumer especially Muslim confident to buy our chicken. Other than that, we want to be the most successful chicken poultry company.

LE POULET CO has started it developing based on Partnership Act 1961. Each of us will contribute RM 7000 to RM 12000. We hope through our investment in this sector, we can fulfill consumer demand and bring profit to us.

LE POULET CO is located at Kg. Sg. Punggor, 83100, Batu Pahat, Johor. We choose this place because it is far away from residential area to avoid the noise and smell disruption. We as younger entrepreneur choose this type of business because it has potential in the future. Besides that, there are not many Muslim poultry company in Johor.

LE POULET CO.

1.0 INTRODUCTION

“Poulet” is French word that means chicken. LE POULET CO choose this name because one of our objectives is to be the one of the established chicken poultry company that supply Halal chicken product to the worldwide. LE POULET CO is a poultry chicken company that breeds broiler chicken and also produces organic fertilizer. LE POULET CO has built its reputation on a commitment of producing the Halal chicken product and getting the trustworthy from consumer. The objectives of our company are able to fulfill the demand of Halal chicken product and be the most successful of chicken poultry.

LE POULET CO develops by combination of five partners that have invested different amount of capital in succeeding chicken poultry project and our top management has organized based on it. LE POULET CO has started it developing based on Partnership Act 1961. We hope through our investment in this sector, we can supply all demand from consumer.

LE POULET CO is located at Kg. Sg. Punggor, 83100, Batu Pahat, Johor. This location is far away from residential area to avoid the noise and smell disruption. We choose this place because it is well organized and suitable for breed the chicken. The date of commencement of our company is 1st Dec 2014.

LE POULET CO chooses this type of business because it has potential in future. Besides, the demand from consumer for the all types of chicken is high. So, this business is profitable and can help in growing the SMI. Through this also we can prove that young entrepreneur also can have a great successful in agricultural area.