



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى نَبِيِّنَا مُحَمَّدٍ  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENTREPRENEURSHIP 300**



**“BUSINESS PLAN“**

**NAME OF PARTNERS**

1. JACQUELINA URING ANYIE	2012334327
2. DIANA PELLIPUS	2012999115
3. STEFFANIE PAYA PHILIP	2012199485
4. JESIKA MAYANG AK MARTIN	2012551119
5. SYLVESTER NYUAK AK LIAM	2012529865

**PREPARED FOR:**

ENCIK ABANG SULAIMAN BIN ABANG SALLEH

**DIPLOMA IN PLANTING INDUSTRY MANAGEMENT  
FACULTY OF PLANTATION AND AGROTECHNOLOGY**

**DATE OF SUBMISSION:**

26<sup>TH</sup> MARCH 2015



TABLE OF CONTENTS	PAGES
COVER LETTER	1-2
ACKNOWLEDGEMENT	3
AGREEMENT OF THE BUSINESS	4-6
ORGANIZATIONAL LOGO	7
EXECUTIVE SUMMARY	8
BUSINESS PLAN PURPOSE	9
BUSINESS BACKGROUND	10
PARTNERS PROFILE	11-20
<b>INTRODUCTION TO ADMINISTRATION DEPARTMENT</b>	21
VISION	22
OBJECTIVE	22
BUSINESS ADDRESS	22
LOCATION PLAN	23
TYPES OF BUILDING AND INFRASTRUCTURES	24
ORGANIZATIONAL CHART	25
LAYOUT PLAN FOR OFFICE	26
LIST OF ADMINISTRATION PERSONNELS	27
SCHEDULE OF TASKS AND RESPONSIBILITIES	28-29
SCHEDULE FOR REMUNERATION	30
SCHEDULE FOR OFFICE FURNITURE AND FITTING	30
ADMINISTRATION BUDGET OF AGRO CHICKEN COMPANY	31



## COVER LETTER

AGRO CHICKEN COMPANY,  
No. 9870, Jalan Kampung Baru,  
94700 Kota Samarahan, Kuching, Sarawak.

Sir Abang Sulaiman Bin Abang Salleh,  
Lecturer (ENT300),  
Universiti Teknologi Mara,  
94700 Kota Samarahan, Kuching  
Sarawak.

16 FEBRUARY 2015

Dear Sir,

### ENTREPRENEURSHIP BUSINESS PLAN

As a partial requirement of the ENT300 – Fundamental of Entrepreneurship subject, we are obliged to submit a Business Plan project to you.

2. For this purpose, we have decided to take the raising and supply chicken service through our company AGRO CHICKEN COMPANY. We chose this type of business since there is plenty of business opportunities and potentials in this industry in the area of Samarahan. Besides that, this area is a populated and commercialized area with a good geographical location to do our business.



## EXECUTVES SUMMARY

This business is based on partnership where it consists of five (5) members. The members consist of the General Manager, Administration Manager, Marketing manager, Operational Manager and Financial Manager. The business capital is amounted to RM 381,550 where the total contribution of each member is RM80,000 and the rest is from the Agro Bank.

AGRO CHICKEN COMPANY is a company related to the breeding the chicken meat. Our market focus is for the Ayam Mewah Sdn. Bhd, a company that directly deals with us, they will supply the day-old-chicks with the certain price and buy the chicken back when it reaches at certain age (normally 50 days). For those who are interested to buy the fresh chickens, we cannot sell to them due to our contract with the Ayam Mewah Sdn. Bhd.

Our business will be expected to be a well-known, established and satisfied by our customer in order to expand our capacity of chickens and to attract other companies to deal with us with a better price. This will be realized by the full cooperation and efforts among the partners to promote this company.

Based on the objectives above, we are venturing into livestock industry. Chicken's farming has the potential of being a profitable business if it is done in modern way with large scale and systematically managed.

We will expect that our business will become more develop in the near future because the demand for the chicken's meat is high and not many breeders use the closed system. This will give more advantages for us to more our product more profitable and stable in the long run.





## BUSINESS PLAN PURPOSE

The main purpose of this business plan is for the reference of several audiences / parties such as:

1. The Entrepreneurs (Agro Chicken's manager)
  - To better understand the purpose of the business and act and act as guideline to manage the business effectively and efficiently.
2. Financial Institutions
  - Assist and help the financial institutions to evaluate the capability of the proposed project and provide loan for the business. Financial institution involved in this business project is Agro bank.
3. Suppliers
  - Help convince suppliers if the viability of our business venture thus benefiting both the suppliers and our company in he long term business management.
4. Company staffs / Workers
  - Help workers understand the business's goals and objectives and give a guideline to them regarding their job duties and responsibilities.
5. Customers
  - Persuade and influence customers regarding the products being offered and give assurance and confidence to them to have business with us.