



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
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TEKNOLOGI
MARA

FACULTY OF PLANTATION AND AGROTECNOLOGY

ENTEPRENEURSHIP(ENT300)

“CHICKENPOINT FARM”

PREPARED FOR:

SIR ABANG SULAIMAN

PREPARED BY:

CANIGGIA ANAK CAPREPIN(2012911975)

TENAKA JUWIN(2012530599)

PAULJAYUM ANAK JIMAT(2012482704)

CALVIN ANAK NYIMONG(2012320915)

REYNOLD ANAK CHARLES CHUNGGAT(2012127603)

MUHD HELMI BIN BAKI(2012588469)

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

PENGESAHAN PELAJAR

<u>BIL.</u>	<u>NO. PELAJAR</u>	<u>NAMA PELAJAR</u>
1.	2012911975	CANIGGIA ANAK CAPREPIN
2.	2012482704	PAULJAYUM ANAK JIMAT
3.	2012320915	CALVIN ANAK NYIMONG
4.	2012530599	TENAKA JUWIN
5.	2012127603	REYNOLD ANAK CHARLES CHUNNGAT
6.	2012588469	MUHD HELMI BIN BAKI

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“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar



SALMAH BT GANY
Pegawai Eksekutif Tertinggi
Bahagian Hal Ehwal Akademik
bp Rektor

INTRODUCTION

EXECUTIVE SUMMARY

ChickenPoint Farm is a company related to breeding chicken meat. Our market focus is for the CCK FRESH MART, a company that directly deals with us, they will supply the chicks with the certain price and buy the chicken back at a certain age. We cannot sell to others due to the contract with CCK FRESH MART.

Our vision is to make our company well known, established and satisfied by our customers in order to expand our capacity of chickens 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.

We will expect that our business will become more developed in the near future because the demand for the chicken meat is high. This will make us more determined to make our developed and make more profits and stable in the long run.

PURPOSE OF BUSINESS PLAN

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

The Entrepreneurs(ChickenPoint Farm)

- To understand the purpose of the business and as a guidance to the business effectively.

Financial Institutions

- To evaluate the capability of the proposed project and provide loans for the business.

Suppliers

- Help convincing the suppliers of the viability of our business and thus benefiting both parties in the long term of the business agreement.

Customers

- Persuade the customers regarding the products that being offered to them and give assurance and confidence to have business with us.