

ACKNOWLEDGEMENT

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Thank you.

Sincerely,

Ayam Nabalu Segar's members

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Chapter 1 – Business Introduction

1.1 Executive Summary

Our company name is Ayam Nabalu Segar and our “green” chicken is the name of our business. Our company focuses on providing poultry (chicken meat) to the customer. Our business is a partnership business that will be managed by four people or partners. We sell fresh healthy chicken because the way we took care of our chicken is by breeding them naturally, without using chemical injection, which means, our chicken is less using chemical than other chicken meat producers.

The business is managed by our general manager, Nigel Owen. He also managed the financial plan for the business. Frederic Wilson as the administration manager will manage in administration sector. Mohd Hasif Syuaib will manage the marketing sector as he is the marketing manager for the business. Jairon Paulous will handle the operation sector of the business because he is the operation manager for Ayam Nabalu Segar company.

Our company is located in Rumantai Village, Ranau, Sabah. It is a great place because the environment is very clean which makes the perfect place to breed our chicken. We plan to sell our products to local supermarkets, restaurant, hotel and wholesaler.

This business will compete with the rest of readily established businesses as we have done researches in the process of making this business proposal. In order to make this business a reality, we made this business plan in hoping that we can request for a loan about RM 132, 753.

Amount of loan: RM 132, 753

Name of the Bank: Agro Bank

Acc no: In progress