



HOT CHICKEN TRADING



**UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA SAMARAHAN**

ETR 300

CHICKEN REARING PRODUCTION

MOHAMAD ROSMAN BIN SULAIMAN	2007249546
MOHAMAD YUSUF BIN MOHAMAD ALBAR	2007249538
SURAIYA BINTI MAHDIAN	2007249508
YANG NALIS BINTI ISHAK	2007242052
FAIZURA BINTI RAJALI	2007249558

**DIPLOMA IN PLANTING INDUSTRY MANAGEMENT
(AS110)**

OCTOBER 2009



HOT CHICKEN TRADING

ETR 300 Students,
Diploma in Planting Industry Management (AS110),
Mara University of Technology,
Samarahan Campus,
Jalan Meranek,
94300 Kota Samarahan,
Sarawak.

Mdm Hawa bt Hj Nahar,
Lecturer of ETR 300,
Mara University of Technology,
Jalan Meranek,
94300 Kota Samarahan,
Sarawak.

17th October 2009

Dear Mdm Hawa bt Hj Nahar,

RE: Submission of Business Plan

As a representative of our company, "**HOT CHICKEN**", I am very please to submit our business plan for your evaluation, positive and negative comments and further action.

In order to finish and prepare this business plan, we sacrificed and used most of our money, effort and most importantly, our precious time. We are also very thankful for the never ending support, motivation, and also guidance in order to complete this business plan and so, it is submit on time as scheduled.

Last but not least, we really appreciate your kind attention, comment and cooperation. We hope our business plan will gain a positive feedback from you.

Thank You,

(MOHAMAD ROSMAN BIN SULAIMAN)

General Manager of Hot Chicken



HOT CHICKEN TRADING

Executive summary

In every progressive firm of organization, top management is really important in order to achieve a standard procedures and quality in every department. This is to ensure the company can achieve their main objectives.

For “**HOT CHICKEN**”, our policy has been set which is quality working environment as a guideline for daily operation of the company other than maximizing profits in a just, reasonable manner. Other than that, we are looking forward to improve our share in the market size. We also always try to produce the best and the highest quality products to make our customers really satisfied with us.

Another important matter that need to be taken consideration by us is the marketing department full utilization with the market world. Besides that, other related objective of the marketing department is to develop appropriate marketing strategies to ensure the transactions of the business are well-done.

Other than that, administration also play the main role in our business. It is to arrange the information activities of each of the company's department so that the company can prevent any unnecessary loss and produce maximum profit. Therefore, administrative office executive provides a support service for all other functions.

Financial department, which is the accountant of the company need to prepare the budget needed for the company. It is also to determine the amount of shares that the partnership needs to contribute individually and responsible to any transaction that involves in business.. After the budget has been done, every department can start the job immediately. The role for financial also is to prepare an account record for the organization purpose.

After all the jobs has been implemented, we hope that we can gain the profit more or less like we planned earlier. We also hope that we will able to supply chickens to more than one chicken processing company in the near future.



HOT CHICKEN TRADING

Table of Contents

Page

Letter of Submission

6

Acknowledgement

7

Executive Summary

8

Letter of Agreement

9-12

1.0 General Executives Planning

1.1.1 Name of Company

13

1.1.2 Nature of Business

13

1.1.3 Industry Profile

13

1.1.4 Location of the Business

14

1.1.5 Date of Business Commencement

14

1.1.6 Factors in Selecting the Propose Business

14

1.1.7 Future Prospect of the Business

14

1.2 Purpose

15

1.3 Company Background

16

1.4 Partners Background

17-21

1.5 Location of the Business

22

2.0 Administration Executives Planning

23

2.1 Introduction to administrative plan

24

2.2 Administrative structure

24

2.3 Vision

25

2.4 Mission

25

2.5 Company's objective

25

2.6 Company strategy

26

2.7 Organization chart

27

2.8 Staff management

28



HOT CHICKEN TRADING

1.1 INTRODUCTION

1.1.1 Name of company

After a short discussion being made, the name HOT CHICKEN is the most suitable name for our company. We prefer this name because we want to become the best chicken with the highest quality and will be promising satisfaction to our customers. The word 'HOT' will play a vital role and it means that our chicken are always in look in a healthy weight and vigorous and as indicator of our chicken that will be supplied to our customer, because this word will always be use as our main goal. We believe that if we can supply high quality chicken to our customers, we can be the best in other aspects as well.

1.1.2 Nature of business

HOT CHICKEN is a company that rear and supply high quality chickens to the chicken processing companies. We feed the chickens with the best chicken food pellets and provide them with the most suitable conditions in order for them to become healthy. The chickens are ready to be process in a certain amount of time. Our company priority is customer's satisfactory. We want to make sure that the customers are really satisfied with our chickens. The customers can also choose whether they want to take the chickens themselves or we delivered to them. Another of our main priority is the cleanliness of our workplace. This aspect is important in order to reduce the risk of the chickens getting easily infected by diseases. Furthermore, we can attract more customers if we have a really clean workplace. We have agreed to choose partnership as form of our business entities.

1.1.3 Industry profile

The market for chicken farming is nowadays expanding. There are opportunities for small-scale growers like us to market through various direct to consumer venues and also may sell it to one chicken processing company which is Taswin Sdn.Bhd. Chicken is one of the animals that have a high demand from us human. In order to supply high quality chicken to the growing population of the world, proper management need to be the main aspect of every chicken rearing company. The food and the drinking water of the chickens need to be fresh in order to maintain its best health condition. The materials such as the food pot and water container need to be clean daily. The surrounding environments also need to be clean to reduce any risk of disease attack. Proper scheduling also need to be done to make sure that the chickens is not