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UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

DIPLOMA IN QUANTITY SURVEYING

AP114

ETR300

*ORGA. CHICKEN FARM*



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# ORGA. CHICKEN FARM

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## EXECUTIVE SUMMARY

The name of our company is Orga Chicken Farm. This business is in form of enterprise which consists of four members. Each partner contributes certain amount of capital as agreed in agreement. **The main business activity is rearing and selling chicken to the chicken processing company.** We want to sell chicken's meat, chicken's eggs, chicken's feather and chicken's shit as fertilizer with is better in quality which satisfy customer's need. Our target customers are food store, mini shop and individual of kuching, because there have a higher demand, with a lot of food store on there such as My Chicken ,KFC, SCR and so on. Our business operation is 24 hours with 2 swift. Our shop uses the concept of cash and carry system.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that George Tuba AnakAkun is our General Manager and Administrative Manager, Sebastian Dominic Anak Augustine Alok. The Operation Manager,AyuSafinabintilnka. Evelynanak Brandy as Financial Manager and Victoria Vanetta as Marketing Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The management team will be lead by the General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Manager will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

**SUBMISSION LETTER**

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5 August 2011

Miss,

**RE: SUBMISSION OF BUSINESS PLAN**

As a representative of our company Orga Chicken Farm, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and support that have been given by you in order to accomplish this business plan and in the same time anchored us toward goals and objective of the preparation of this business plan until we finally completing according to time given and as scheduled.

## **Introduction to Business Plan**

The main business activity is rearing and selling chicken to the chicken processing company. We want to sell chicken with is better in quality which satisfy customer's need. Our target customers are peoples of kuching, because there have a higher demand, with a lot of food store on there such as My Chicken ,KFC, SCR and so on. Our business operation is 24 hours with 2 swift. Our shop uses the concept of cash.

### **Name of the Company**

The name of our company is Orga Chicken Farm. We choose this name because it represents our business which is our farm is produce by Organic fertilizer with is we take organic's word to short form Orga. We want to provide a well – known other farm such as Pertubuhan Perladang Kebangsaan, Kampung Pinang Chicken Farm, and sell it to our customers. Our farm are the best farm from the others because of the high quality and good grade of chicken's meat, eggs. We only provide the best and the high quality of chicken's meat to the customer. We are the best to overcome out the booming of chicken feet to the entire world market, we best offer 100% advantages to our costumers ready to buy from our factory.