



PREMIUM HALAL MEAT ENTERPRISE

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of six (6) members that hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager, Financial Manager and Human Resource Manager. The business capital is amounted to RM 10810.8 where the total contribution of each member is RM1801.8 and the rest RM 55333.2 is from MARA's loan.

Premium Halal Meat Enterprise main attractions are fresh and halal meat. Premium Halal Meat Enterprise with tagline "Our priority is Premium Halal Meat" is located at Miri, Sarawak with address: Premium Halal Meat Enterprise, Lot 1406, Lorong 5, Krokop, 98008 Miri, Sarawak.

PREMIUM HALAL MEAT ENTERPRISE is a company which focuses on frozen meat supplier in Malaysia. Premium Halal Meat Enterprise is a wholly-owned Muslims company and focus on halal foods, manufacturing and trading. We are the best choice for frozen meat product supplier as we ensure thorough inspection of stocks, on time delivery, competitive prices and more. The meat production is following the Ministry of Agriculture Incorporated standards in order to be free from contamination, have high nutritional value and high shelf life. Our products consist of mince, lean, sirloin, ribs and carcass. We are highly confident that our market can be easily developed and expand in Malaysia.

With loan given as a support from Majlis Amanah Rakyat (MARA), we are hoping and wishing to make PREMIUM HALAL MEAT ENTERPRISE achieve outstanding responds from consumers. Our business is expected to commence on 2015 and our vision is to become Malaysia's leading Muslims Halal Frozen Meat entrepreneurs. This will be realized by the full cooperation and efforts among the partners to promote and sustain the company.

Frozen meat supply has the potential of being a profitable business if it is done within Islamic economic system in large scale and systematically managed. We expect that our business will become more stable in the near future as the demand will increase especially during festive seasons.