



اُونِيُوَرَسِيْتِي تِي كُونُوَلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Diploma In Plantation And  
Agrotechnology

**Collocaliini Nest**

Prepared by :

Amir Syadiq Bin Albaz	2013108673
Muhd Muzzanil Bin Mustapha	2013127353
Nur Fahmi Bin Hossin	2013711355
Alaster Ak Alim	2013117783
Hafizuddin Bin Jamaluddin	2012821664

Check by :

Lecturer's Name : Siti Farah Binti Lajim

## TABLE OF CONTAIN

### 1.0 INTRODUCTION

<b>NO.</b>	<b>CONTENT</b>	<b>PAGES</b>
<b>1.</b>	Submission Letter	<b>1</b>
<b>2.</b>	Partnership Agreement	<b>2-3</b>
<b>3.</b>	Acknowledgment	<b>4</b>
<b>4.</b>	Executive Summary	<b>5</b>
<b>1.1</b>	Company Background	<b>6</b>
<b>1.2</b>	Business Purpose	<b>7</b>
<b>1.3</b>	Partners Background	<b>8-12</b>
<b>1.4</b>	Business Logo, Vision, Mission and Motto	<b>13-14</b>

### 2.0 MARKETING PLAN

<b>NO.</b>	<b>CONTENT</b>	<b>PAGES</b>
<b>2.1</b>	Introduction to Marketing Plan	<b>15</b>
<b>2.2</b>	Marketing Objective	<b>16</b>
<b>2.3</b>	Product Description	<b>17-19</b>
<b>2.4</b>	Target Market	<b>20</b>
<b>2.5</b>	Market Size	<b>21</b>
<b>2.6</b>	Market Size Estimation	<b>21</b>
<b>2.7</b>	Competitors	<b>22-23</b>
<b>2.8</b>	Market Share	<b>24-25</b>
<b>2.9</b>	Sales Forecast	<b>26</b>
<b>2.10</b>	Marketing strategy	<b>27-31</b>
<b>2.11</b>	Marketing Budget	<b>32</b>

## **EXECUTIVE SUMMARY**

The name of our business is “Collocalini Nest “. Our company location is at The Summer Mall, Jalan Dato Muhammad Musa, Kota Samarahan, 94300, Kuching, Sarawak . The main activity in our business is produced and supply bird nest. Our company offers bird nest that based on its quality. Our business operation is at 10.00 AM – 10.00 PM every day.

There are no sleeping partners and all are entitled to participate in the business management. There will be five (5) members in our partnership. We agreed that Mr. Amir Syadiq bin Albaz as a General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. Mr. Muhd. Muzzanil bin Mustapha as a Marketing Manager, he 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. Mr. Alaster anak Alim as an Operational Manager, and he will be responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business.

Meanwhile, Mr. Hafizuddin bin Jamaluddin as an Administration Manager and responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. Lastly, Mr. Nur Fahmi bin Hossin as a Financial Manager. He will be responsible on handling 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 business.

Collocalini Nest

100% Natural  
Eco-Friendly  
Harvested With Care

## **2.1 INTRODUCTION**

Marketing plan is an important to an organization to make sure the product can reach of target audience. The terms marketing strategy and strategic market planning are often used interchangeably, which sometimes leads to confusion. We will use the term marketing strategy to mean the overall strategy of an organization in relation to a particular market. In this learning guide we will explore the process of analysis and decision making which organizations goes through as they define and implement their approach to that market.

Marketing plans will form part of this process, in particular when it comes to implementation. Key aspects of the process are that it is cyclical, is subject to constant review and reiteration; that it is dynamic, subject to changes in the environment (including customers and competition) and that it should be shared within the organization, rather than being the sole preserve of the marketing department, if it is to be wholeheartedly adopted and implemented by the whole organization.

Two interrelated trends in marketing approaches have changed the emphasis of marketing strategy in recent years. These are relationship marketing and customer economics. The increased use of sophisticated database information in marketing has helped further the adoption of these two approaches and indeed both require such information in order to be successfully implemented. If you are specifically interested in relationship marketing, there is a further learning guide specifically on this topic. This overview will introduce a framework for the steps to be followed in a comprehensive marketing strategy process, the information and analysis required at each stage and the decisions to be taken at each stage. There are of course other possible frameworks and approaches which would be equally acceptable, provided all the key steps are included:

**Marketing Plan Contain:**

1. Profile of product or service
2. Target market
3. Market size
4. Competition
5. Market sales
6. Sales forecast
7. Marketing strategies
8. Marketing budget

