



**FACULTY OF BUSINESS MANAGEMENT  
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DUNGUN TERENGGANU  
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**APPLIED BUSINESS PROJECT  
ANALYSIS OF STRATEGIC PLANNING  
FOR TD POULTRY SDN BHD**

**Prepare for  
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Subject : MBA 795 Applied Business Project  
Course : Master Business Administration**

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## ACKNOWLEDGEMENT

First and foremost group member wish to extend our warmest gratitude to ALLAH s.w.t. for blessing and guiding us in making this study possible. Without his guidance and blessing we are not at this point.

We want to express our gratitude to the management of TD Poultry for support and guidance throughout preparation this thesis. Especially thank to Dr Nor Azman Ngah, General Manager of TD Poultry for giving us ideas and giving us the comprehensive picture and showing us the true color of this company. To the account department special thank to En Zahri Abd.Ghani for giving us not so much but meaningful information on the current status of the financial situation in this company. To all individual and collective contributions at all level of department throughout preparation this paper cannot be overstated without them this project would not have been accomplished.

We would like to acknowledge kindness, patience and moral support form our honorable lecturer Associate Professor Dr Yeop Bidin for his guidance in a best possible way in realizing this report. Special thank also extended to Tuan Hj Husian Dollah, EMBA coordinator for his support and guidance throughout this study. The last but not least to all the lecturer involve directly or indirectly for the teaching and contributing the idea and showing the variety of color in presenting the knowledge to us.

Special appreciation is also extended to all member of the group and their family for their active role in realizing this report, their joke and support are really appreciated throughout all weather and storm, their full support are really appreciated especially through difficult time. Without close and undivided attention this report would not be presented the way it has been.

Thank You

Syed Ahmad Kamir b. Syed Kharuddin  
Rozian bin Abdul Rashid

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**Abstracts**

The broiler industry is rapidly changing and highly technical. It is “vertically” integrated, means that all or most of the production activities are controlled and manage by the technical skill person in the organization call the “integrator”. Vertical integration reduces the production costs through coordinating and professionally managing each production stage. This technique and approach not only improves cost efficiency but permits the production to be more uniform bird in large volumes necessary to successfully compete in the market.

It is virtually impossible to be in the poultry today without comprehensively understanding the significant of this integrator. Many of the poultry company whose operate in this industry, not in the good health or in the good shape because not aware of the current phenomena. In this paper we will show the way in which the poultry company should be operate. For this purpose we have selected the local State Government Link Company which involve in the poultry industry namely TD Poultry. Since the establishment in 1995 this company has not shown any profit in its yearly financial statements until December 2005.

Throughout this paper we will analyze all various aspect of management in understanding the current practices which needed to be rectified or improve. The second segment is the recommendation to tightening the current practices to be more efficient and effective in its daily operation and the last segment is the recommendation to expand the current operation to be more cost leadership and above the industry index.