

UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA KINABALU

FRESH CHICKEN ENTERPRISE

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16 FEBRUARY 2004

ACKNOWLEDGEMENT

First and foremost, we would like to express and praise Allah The Almighty for His blessings and mercy, which allows for this business plan to be completed before it's due.

Along with that, we would also like to thank and express our gratitude for the individuals and entity as mentioned below for their cooperation, advice, opinions, support and information given directly as well indirectly during and the after preparation o this Business plan 'Thank You to: -

- ❖ The coordinator of MEDEC, En. Kamarulzaman Bin Ishak
- ❖ Our dedicated Tutor, En, Hj. Wahi Bin Ismail @ Reduan
- ❖ Our lecturers
- ❖ Our parents and families
- ❖ Jabatan penternakan Arnab Dan Unggas Bantayan Tuaran
- ❖ KWSP
- ❖ Group members-Elizabeth, DayangShurtiniDahliaty.Ernawaty, Nia Ernalisa

Throughout the preparation of this Business plan, we have attained very beneficial knowledge, skills and experience. We were to apply and combine the knowledge and skills learned during the lectures and meetings to this business plan. And with the combination o commitments, knowledge and skills from each group member, we have succeed in

EXECUTIVE SUMMARY

This business plan is prepared to fulfill the requirement of the subject ETR 300. It is prepared as a guideline and as new experience for us starting a business in future. We, under the name of our business "**FRESH CHICKEN ENTERPRISE**" has tried our best to complete this business plan. We agreed to run a business of supplying and distribute chicken to public. We are located at Kg. Pulutan Menggatal.

This business plan contains departments or executives, which is available for the business. Beside General Manager, there are also Administration Executive marketing Executive, Operation Executive, and Finance Executive. These entire executives are fully responsible towards the business according to the written agreement agreed.

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1.1 PURPOSE OF BUSINESS PLAN

1.2 BUSINESS BACKGROUND

1.3 PARTNERSHIP BACKGROUND

1.4 LOCATION OF THE PROJECT

ADMINISTRATION PLANNING

2.1 ADMINISTRATION PLAN

2.1 ORGANIZATION OBJECTIVE

2.2 ORGANIZATION STRATEGIES

2.3 ORGANIZATIONAL MISSION

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