

UNIVERSITI TEKNOLOGI MARA

DAILY YOLKIES AGRICULTURE

DIPLOMA IN PLANTING INDUSTRY MANAGEMENT

NAME	: MATRIC NO
MOHD. NAZRI B HI HAMRING	: 2004370553
FARAH NADIAH BTE ZAKARIA	: 2004320567
SITI HASMAH BTE HI IBRAHIM	: 2004181244
SITI MALISAH BTE ABD.MALIK	: 2004181283

CONTENTS

NO.	CRITERIA	PAGE NO
1	SUBMISSION LETTER	1
2	ACKNOWLEDGEMENT	2
3	INTRODUCTION <ul style="list-style-type: none"> - Executive Summary - Purpose - Company/Business Background - Shareholders'/Partners/Owners' Background 	3-14
4	ADMINISTRATION PLAN <ul style="list-style-type: none"> - Organization Chart - List of Administrative Personnel - Schedule of Tasks and Responsibilities - Schedule of Remuneration - List of Office Equipment and Supplies - Administration Budget 	15-28
5	OPERATION PLAN <ul style="list-style-type: none"> - Operation Process - Process Flowchart - Capacity Planning - Material Requirement - List of Machines and Equipment - Layout Plan of Operation Area/Factory - Operations Overhead - Operations Budget 	29-45
6	MARKETING PLAN <ul style="list-style-type: none"> - Profile of Product/Services - Target Market - Market Size - Competition - Market Share - Sales Forecast - Marketing Strategies - Marketing Budget 	46-71
7	FINANCIAL PLAN <ul style="list-style-type: none"> - Project Implementation Cost - Sources of Financing - Table of Depreciation - Loan Amortization Schedule - Hire Purchase Repayment Scheme - Cash Flow Proforma - Profit and Loss Proforma - Balance Sheet Proforma 	72-89
8	REFERENCES	90
9	APPENDIXES	

SALINAN FOTO HIDAK DIBENARKAN

ACKNOWLEDGEMENT

Firstly, we are very grateful to Allah S.W.T. because of His consent, we finally finished our Business Plan on time. With cooperation of each group members all of the problems we faced, we overcome them professionally.

It has been a new an exciting experienced for all members of this group to prepare this business plan. Therefore we are very thankful to all person and parties that directly or indirectly involved in preparing this business plan.

We have facing many problems while do these task, but with the great help, especially from our tutor, that is Mr. Sabki Hj Suhaili and not forget to our lecturer that is Prof. Madya Mat Yassin Jamil and Ms. Juspín @ Jasmine David as a MEDEC Coordinator finally we success to complete this business plan. Beside that we would also to thank to Mr. Chia Soon as an Operation Manager at QL Agrofood for his great help in giving us the detail about chicken layers farm.

In a nut shell, we would like to thanks to all who has contribute in the making of this proposal. We are truly grateful to all of you.

Thank You



BUSINESS INTRODUCTION

Daily Yolkies Agriculture is a business that focuses on producing eggs. With the high demand and low supply of eggs in the market nowadays is the main reason why we choose this business. Every people eat egg in their daily life. We can say in every 10 people will use 8 eggs a day. This is because eggs are an essential multi-purposes ingredient in cooking and bakery. Especially on festive season, the demand for eggs is very high. This big potential of profit giving us the courage to do this business planning. Since there is less competitor in this big production business, entering the market will be with less risk and high advantages to us. Of course planning a long run. In this business will be easy enough to predict and taking a target. Daily Yolkies with a layer capacity of 30000± and 28 000 of eggs production a day taking a site at Kg. Kawang. This place is less polluted and a good place to avoid deadly disease. Our company motto is "your everyday yolk", means our eggs been loved and favorites by the peoples.



BUSINESS PLAN PURPOSES

The purposes of preparing this business plan are:

- i. To apply for loans or financing facilities from relevant financial institutions.
- ii. To evaluate the project viability and growth potential.
- iii. To identify any possible problems and then try to find the best method to solve it.
- iv. As guidelines for the management department to supervise this business progress.
- v. To allocate the business resources as efficiently as possible.
- vi. To estimate the costs and sales of the business.