



UNIVERSITI TEKNOLOGI MARA SARAWAK

ASHA AGRO FARM

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DIPLOMA IN SCIENCE (AS120)

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SUBMISSION LETTER

Diploma in Science,
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Universiti Teknologi MARA Cawangan Sarawak Kampus Samarahan,
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94300 Kota Samarahan,
SARAWAK.

Cik Siti Farah bt. Lajim,
Universiti Teknologi MARA Sarawak,
Jalan Meranek,
94300 Kota Samarahan,
SARAWAK.

Dear Miss,

Submission of Business Plan

Referring to the matter above, ASHA AGRO-FARM Enterprise would like to submit a business plan for your analysis and references. ASHA AGRO-FARM Enterprise will start our business with partners and address mentioned below:-

Details of partners are as follows:-

1. Awgku Abdullah Kamarol b. Awg Suhai
2. Hugo Ak Nobert
3. Sul Adam b. Sulainan
4. Acis Ak Abun

Business address:-

ASHA AGRO-FARM ENTERPRISE
No. 7, Jalan SK Stoh, Kampung Stoh,
94500 Lundu,
Sarawak.

We have tried our best to prepare this business plan with all of the data compiled for your good judgements. This working paper is a group effort and all of the experiences gained are valuable lessons for our entire group members.

We hope that our business plan will satisfy your requirement for this course (ETR 300). We also hope that our business plan can give some benefits to others especially as a reference material in the future.

Thank you.

Yours sincerely,

EXECUTIVE SUMMARY

The business is based on partnership consists of four partners sign by General Manager, followed by Administration Manager, Marketing Manager, Operation Manager and Financial Manager. Our business capital would be RM 33.776 , which will be covered by Agro Bank where the contribution by all the partner is RM 85,000.

ASHA AGRO FARM ENTERPRISE is a company which providing poultry product to customer. We will obtain the chick from the supplier which is the QL Livestock Farming Sdn. Bhd. Our potential customer is focused on Come Rich Sdn.Bhd, a company that will directly buying our quality product. For those who are interested to buy our broiler product can also directly deals with us and that is how we will expand our business from time to time.

Our business will be expected to commence on 1st January 2013 and our vision is to be the top Bumiputra entrepreneur in Sarawak broiler industry and compete in the foreign by the year 2025. This vision can be achieved by the full support and cooperation among the partners in managing this company.

Our ability to anticipate the vision is based on our mission which are o meet the market demand for Halal and Healthy chicken in accordance with Malaysia Halal-Hub market development

We will expected that our business will developed more in the near future since Malaysia has one of the highest per capita consumption rates in the world for chicken and chicken meat is the most popular and cheapest source of meat protein among Malaysian. Thus, it will certainly make our business more profitable.

1.0 INTRODUCTION TO BUSINESS

1.1 NAME OF COMPANY

Our name of company is **ASHA AGRO FARM Enterprise**. The word ASHA here is originated from the combination of the first letter from each of shareholder's name.

A – Awangku Abdullah Kamarol bin Awang Suhai

S – Sul Adam bin Sulainan

H – Hugo ak Nobert

A – Acis ak Abun

We pick the first letter from each of our name because we want to show to the public about the unity, strong relationship, trustworthy and great cooperation between us inside the company. We believe by having unity, strong relationship, trustworthy and great cooperation, our business will last long and achieve our mission and vision.

Besides that, the name "**ASHA**" sounds interesting and catchy. Instead of interesting and catchy, the words "**ASHA**" here also sounds more like a Bumiputera's company. We believe it will attract others to purchase our products. On the other hand, words "**AGRO FARM**" at the end of our company name clearly shows that our main activity is involving commercial agricultural which is chicken farming.

1.2 NATURE OF BUSINESS

Our company here is based on partnership which fall under Business Registration Act 1956(Amendment 1978) & Procedures of Business Registration 1957. There are four of us which agree to undertake this joint business and jointly own this business.