



اَوْنُوْزْ سِيْتِيْ تِيْكَوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

“HALAL QUAILS”

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SUBMISSION LETTER

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28th July 2014

Dear Miss,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our business, Halal Quails, I would like to submit our business plan for your valuation and further action. We are very grateful for all the support and advice that had been given by you in order to accomplish this business plan and at the same time help us to achieve the goals and objective of this business plan until we finally complete them according to time given respectively.

Our group's perception towards ENT300 (Introduction to Entrepreneurship) had given us the experience and clear views on the fundamental on how to start a business. This experience may be a help for us after graduating from UiTM and towards self-employment which may reduce the unemployment rate among the graduate students.

Your highly attention, guidance and cooperation had given us the motivation until this business plan is successfully accomplished. It is insufficient to express our

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EXECUTIVE SUMMARY

The name of our company is Halal Quails. The business is in form of partnership which consists of five members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is to sell healthy, halal and fresh quail's meat and eggs to all buyers and at the same time provided a slaughter services to our customers.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Nur Farah Ain binti Alam as the General Executive, Rabelca Lenta Anak Gregory as the Administration Executive, Mohd Ezzaden bin Jasni as the Operational Executive, Muhd Khalis bin Ramni Abdul Male'k as Marketing Executive and Nur Atika Ashiqin binti Anuar as the Financial Executive. The selection of General Executive is based on consensus among all the partners and selected based on the experience, skills and ability.

The management team will be led by the General Executive and assist by the other executives. The General Executive is responsible in planning, leading, controlling and organizing the business. The Administration Executive is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operational Executive is responsible to the entire job that related to the operation and will supervise and coordinate the operation of the business. The Marketing Executive will 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. Lastly, the Financial Executive will handle 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 organization.

INTRODUCTION TO MARKETING PLAN

Marketing is the process of planning and executing the product conception, promotion and distribution. Marketing also defined as the activities that are carried out systematically to encourage and increase sales of products or services as long as the activities are in line with religious and ethical practices. Marketing is basically an exchange activity that takes place between business entity and its customer. Simply state that, the marketing concepts means that an organization should seek to make profits by serving the needs of consumer groups.

Effective marketing starts with recognition of consumer needs and the work backward to devise products and services to satisfy these needs. In this way, we can satisfy customers more efficiently in the present and anticipate changes in customer more accurately in the future. In marketing it should focus on building long-term customer relationships in which the initial sale is viewed as beginning step in the process, not as an end goal. As a result, the customer will be more satisfied and will give more profitable to the company. The principal task of the marketing function operating under marketing concept is not to manipulate customers to do what suits the interests of our business, but rather to find effective and efficient means of making the business do what suits the interest of the customer. However, the effective marketing, as defined, requires that consumer needs come first in organizational decision making. One qualification to this statement deals with the question of a conflict between consumer wants and societal needs and wants. This understanding will lead us through the creation of exchange in value to satisfy human needs and wants. At the end of the day we would achieve profit maximization as well as customer satisfaction.

In addition, marketing is a crucial factor that is essential for survival in nowadays competitive environment. In some sense, everything competes with everything else in terms of customers, the labor supply, raw materials and the same channel distribution. Therefore we are planning forward to a good and comprehensive marketing plan by comprising effective and efficient marketing