



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**BORNEO CHICKEN**

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**"BERSATU BERUSAHA BERBAKTI"**

Sekian.

Yang benar

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# Borneo Chicken

## EXECUTIVE SUMMARY

In every progressive firm of an organization, top management is really important in order to achieve a standard procedures and quality in every department. This is to ensure the company can achieve our main objectives.

For “BORNEO CHICKEN”, our policy has been set which is quality working environment as a guideline for daily operation of the company other than maximizing profits in a just, reasonable manner. Other than that, we are looking forward to improve our share in the market size. We always try to produce the best and the highest quality products to make our customers really satisfied with our service.

Another important matter that needs to be taken consideration by us is the marketing department full utilization with the market world. Besides that, other related objective of the marketing department is to develop appropriate marketing strategies to ensure the transactions of the business are well-done.

Other than that, administration also plays the main role in our business. It is to arrange the information activities of each of the company’s department so that the company can prevent any unnecessary loss and produce maximum profit. Therefore, administrative office executive provides a support service for all other functions.

Financial department, which is the accountant of the company need to prepare the budget needed for the company. It is also to determine the amount of shares that the partnership needs to contribute individually. After the budget has been done, every department can start the job immediately.

After all the jobs have been implemented, we hope that we can gain the profit more or less like we planned earlier. We also hope that we will able to supply chickens to more than one chicken processing company in the near future.



# Borneo Chicken

## 1.1 INTRODUCTION

### 1.1.1. NAME OF COMPANY

After a short discussion being made, of all name that each of us suggested, we found that "Borneo Chicken" is the most suitable and appropriate name and representative of our company. We choose this name because we want our supplier of chicken know that we a fully Sarawakian owned chicken rearing company. The words "Chicken" will play a vital role on our company because this word indicated our main product are chicken.

### 1.1.2. NATURE OF BUSINESS

- Contract farming is agricultural production carried out according to an agreement between a buyer and farmers.
- Farmer agrees to provide established quantities of a specific agricultural product, meeting the quality standards and delivery schedule set by the purchaser.
- In turn, the buyer commits to purchase the product, often at a pre-determined price.
- A condition for the production and marketing of a farm product or products is mention in the Contract.

### 1.1.3. INDUSTRY PROFILE

The market for chicken farming is nowadays expanding tremendously. Chicken is one of the most-eaten meals of the day; hence the demand for it also increases. In order to supply high quality chicken to the growing population of the world, proper management need to be the main aspect of every chicken rearing company. The food and the drinking water of the chickens need to be fresh in order to maintain its best health condition. The materials such as the food pot and water container need to be clean daily. The surrounding environments also need to be clean to reduce any risk of disease attack. Proper scheduling also need to be done to make sure that the chickens is not too old or too young to be selling to the processing company. It is also to determine when to give the vaccination to the chickens.