

COVER LETTER

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Sir/Madam,

Submission of Business plan

According to the above matter, we submit our business proposal as we have accomplished our business named Nutri-Ganic Farm Sdn Bhd.

2. Our business is organic chicken supplier. Our location of business at:
**Lot 10003, 7 Miles Industrial Zone,
23000, Dungun, Terengganu D.Iman.**

3. A business plan is a written document that serves as a blueprint and guide for a proposed business project that one intends to undertake. The information gathered regarding the project is used for predict viability, forecast success and propose strategies for the project.

4. It is also important to student in experience and guidelines to them to involve business industry as businessperson in the future.

5 We want to take this opportunities and advantage to take part business world and express our appreciation to all advice.

6 We also hope this business plan can impress you because we believe that manufacture organic chicken has potential to success and expanding the business.

Thank you.

Yours Truly,


.....

(Nurul Hidayatul Azuin Bt Kadiron)


.....

(Rabiataladawiyah Bte Zainal)


.....

(Norhalina Bt Rusli)

INTRODUCTION

Name of our company is *Nutri-Ganic Farm Sdn. Bhd.* The name given was inspired by the idea of our business itself. *Nutri* stands for nutrition while *ganic* stands for organic, thus we combine these two words and as a result it became Nutri-Ganic Farm which is organic chicken farm. The name that has been chosen by us actually will be representative of our company because when people know about the name, they will recognize Nutri-Ganic Farm, which is a farm that supply organic and halal chicken for this time being, and will be safe for people to eat especially Muslim people. Nutri-Ganic Farm Sdn Bhd is a form under the Company Act 1965. Nutri-Ganic Farm consist of three shareholders; Nurul Hidayatul Azuin Bte Kadiron who holds the biggest share in our business which is 44% consist of RM 132 000. While Rabiatul Adawiyah Bte Zainal and Norhalina Bte Rusli hold 28% each which is consist RM 84 000. Our whole capital is RM 500 000 which include from RM 200 000 loan that we get from Agro Bank Sdn Bhd and the other RM 300 000 was contribute by each shareholders.

Organic chickens are chickens that were healthful, wholesome, and humanely raised chicken is produced by cooperative family farmers working in harmony with nature. Organic chicken is also known as free-range chicken, natural chicken or in Malay is known as '*ayam kampung*'. Organic chickens never use antibiotics, or synthetic hormones or pesticides in production. For chickens, organic management starts the first day out of the egg. Organic chickens also receive only 100% certified organic feed, grown without synthetic fertilizers or any hormones are their growth. Organic chickens are allowed to express natural behaviors such as scratching and hunting for bugs, and have regular access to the outdoors, thus it will result in the textures of the meat, and it is healthy rather than commercial chicken. Eating organic chicken is an excellent way of minimizing risk of exposure to antibiotics and synthetic pesticides, as well as the harmful bacteria that are more likely to be found in meat produced in confined animal feeding operations (CAFO's). Lean organic chicken is a very good source of high density, low fat protein, and a good source of selenium, zinc, niacin, Vitamin E, betacarotene, and

Vitamins B6 and B12. Meat products from chickens allowed access to the outdoors has 21% less total fat, 30% less saturated fat, 28% fewer calories, 50% more vitamin A, and 100% more omega-3 fatty acid than from chickens not allowed outdoor access (USDA Sustainable Agriculture & Research Education Program).

Nutri-Ganic Farm Sdn Bhd also will be representing our nature of business, which is Nutri-Ganic Farm nature of business is farming, producing, distributing and also selling organic and Halal chicken. The nature of Nutri-Ganic Farm business is to raise chicken from the baby chicken, feed them with the healthy and organic foods, so that the chicken will be raise in healthy condition and also free from any bio-chemical product. Moreover, Nutri-Ganic Farm also produces this chicken organic for commercialize, which is we feed them, raise it, slaughter and clean it with Islamic guidance, packaging the organic chicken and sell it. Furthermore, Nutri-Ganic Farm is the distributor and also seller, supplier for any restaurant and hotel that interested in taking us as their major supplier.

Our business is owned by Muslims and operated by Muslim people. We also produce for truly Halal meat and Halal food for our market and consumers. Essentially, we sell only whole organic chicken for the starter of our business. We distribute our product in fresh and frozen conditions throughout our consumers in Malaysia. Nutri-Ganic Farm is very strictly in managing of safety and security procedures. Nutri-Ganic Farm also dedicated and experience Research and Development, Marketing, Production and Operations Personnel. We strictly handle Research and Development, Quality Control, Stock Control, Sales and Marketing, Transporting and Documentation. Nutri-Ganic Farm Sdn Bhd marketing strategy is based around extensive market coverage that assures the best returns for variable distributors and caters. We favor long-term relationship in the market with individuals who share their commitment to quality.

The location that will be situated for our business is around Dungun, Terengganu. The address is Lot 10003, 7 Miles Industrial Zone, 23000, Dungun, Terengganu Darul Iman. Basically, we select this location because of the surrounding of the place itself. The

characteristic of the surrounding for this kind of business must be far from accommodation areas but yet easy for people to search for the location, wide range, and the soil suitable for farming, uncomplicated to get the utility facilities and also easy for our employees to come to work. The location must be far from accommodation areas because that we do not want to disturbing the surrounding with our work, which is it might be smelly and noisy, it will bother the community and we might have other issues. The location of Nutri-Ganic Farm Sdn Bhd also must be wide range because commercial farming usually will use bigger spaces. Other than that, the reason we choose this particular place is because we can establish proper arrangement flow of the business. When we have proper arrangement, then we can create more strategic flow of chicken process.

The date of business commencement that we expected to start is on 1st January 2010. We prefer this particular date because by this time we have been ready mentality, physical, spiritual, and also from capital perspectives. Besides that, it is the first day on New Year, it will give us the convenience to prepare the accounting and also will make it easier to count because we start the first day on New Year.

Factors that we select Nutri-Ganic Farm Sdn Bhd as proposed business is because we want to be one of the largest suppliers of Halal organic chicken in Malaysia. Next, we aim to meet the customer want and need, which is nowadays, most people realize that eating healthy, nutrition, and guarantee that is clean and well prepared food will lead to meaningful life. Thus, we try to meet those criteria so that consumer will have much more choices for healthier products. Likewise, organic chicken also have better taste and high in nutritional value and also free from hydrolyzed pig or other animal protein, thus is safe to eat chicken organic, that is one of the reason we choose this kind of business. Besides that, its kind of hard to find or search out for organic chicken that been raised properly around the area of Dungun, Terengganu.

Nutri-Ganic Farm Sdn Bhd future prospect of business is to introduce to the world the important of organic product by providing more organic chicken that are truly safe and healthy to eat. Furthermore, we aim to get specific certificate such as JAKIM certificate, ISO 9001, USDA and also for HACCP certificate around 5years after we run the business. Moreover, Nutri-Ganic Farm Sdn Bhd also would like to expand the products that we provide to be more variety besides whole chickens only such as chicken thigh, chicken wings, chicken ball, etc.

As a conclusion, based on what we have stated, we confidently that our business will can go much further because of what we want to provide especially nowadays, people start to realize the important of healthy foods. Even though many organizations already involve in this type of business, we still can compete with them. As we go through, then we can understand why this business became one of the developing industries.

ETR 300-71



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Organic Chicken Supplier / Norhaiina Rusli...[et.al.]

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