

CAWANGAN TERENGGANU
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

BALUNG EMAS ENTERPRISE

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Balung Emas Enterprise / Nurul Husna Abd Kadir...[et.al.].

Firstly of all, we wish to express our thankful and grateful to the Almighty ALLAH because of ALLAH blessing and finally we have completed the business plan.

Otherwise, we want to tribute our thanks to Mr. Mohd Ariff Bin Kamaludin who is a lecturer for subject ETR 300 by giving his ideas and guidance to help us develop our project. In addition, he always gives his view or opinion about our business plan in order to produce a good business plan.

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For other lecturers, friends, and outsiders, especially our parents who are involved directly or indirectly in this project. We would like to thank you for all your kindness in helping us. Whether in material ideas and information, we might have faced some problems, but as professionals, we have excellently overcome those situations.

1.0 EXECUTIVE SUMMARY

The named of our business is Balung Emas Enterprise. Balung Emas Enterprise is a partnership company whose membership is Mohd Hafiez Ramlan, Mu'minah Musa, Tg Rohasliza Tg Muda, Masuriani Jusop and Nurul Husna Abd Kadir.

Based on our observation and some interview several weeks ago, we found that there are no enough chicken suppliers at the area of Jerteh. Most of them only provide the process chicken but do not seed the chickens because most of them do not have suitable place for them to build the chicken coop. Therefore, we choose to seed and provide the process chickens to the market because we have found the suitable place to build the chicken coop and it will automatically can reduce our cost from buying the chickens from the other and process it before we can sell it. However, if there is any process chicken company want to buy from us, we also can sell to them.

Nowadays, we can see that broiler chicken having high demand among the people especially for the canteen or dining contractor, wholesaler, retailer and also individual people. This is because most of the time the broiler chicken is one of the important ingredients for any kind of recipe for any situation. Besides many recipes can be done by this broiler chicken, this broiler chicken is also liked by all level of people from the youngest to the oldest. When looking all this kind of situation, we have decided to open up a business that seed the broiler chicken and sell them whether process or unprocessed.

SUMMARY OF THE BUSINESS

This business is a partnership company that provides two types chickens condition needed which is live and process chicken especially to meet the demand of most of the people in these area generally and demand of the wholesaler and contractors specifically.

We have advantages on strategic business location; fully satisfying customers need and want, well-established vision and objectives as well as attracting marketing strategies to attract the community compared to other competitors.

In order to run our business, five of us have contributed RM 140,000.00 and we apply loan for RM 271,297.00. Based on our budget estimation, the administration budget is RM 178,585.00 , the marketing budget is RM 56,955.00 and the operation budget will be RM 156,171.00. Total purchases that we estimate is RM1,229,616.00 for the first year whereas total sales is RM 2,718,450.00 for the first year. The estimated net profit will be as much as RM 1,241,927.00 per year. In increasing number of year, we expected that there will be an increase in profit margin of the business.

In a nut shell, we believe that **Balung Emas Enterprise** will become one of the biggest chicken suppliers in Malaysia as the continuous demand will guarantee the business to success in the future and contribute to the economic development of Malaysia.

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