

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN TERENGGANU  
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

HSDV CHICKEN ENTERPRISE

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## ACKNOWLEDGEMENT

Alhamdulillah,  
s.a.w and upon his fa

oved Muhammad  
is Business Plan

Report. This report is a description and illustration of the planning in HSVD Chicken Enterprise mostly focus on the breeding industry especially on chicken.

The purpose of HSVD Chicken Enterprise is as a guideline for managing the purposed venture. This business also is prepared to initiate the company and also to allocate business resources effectively.

While the main objectives of our business plan, HSVD Chicken Enterprise is to make profit. Besides, we want too disclose Lembaga Pertubuhan Peladang to the company and to increase the number of Bumiputera entrepreneurs.

Particularly, we would to take this opportunity to special thanks to our lecturer, Mr. Ariff Kamaluddin for all the support and encouragement due to the preparing our business plan.

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Thank you for everything.

## **EXECUTIVE SUMMARY**

Fundamental of Entrepreneurship is the subject for part 6 students Diploma in Culinary Art under Faculty Hotel and Tourism Management. All students will learn the business plan to obtain knowledge and exposure to some of the basic techniques and tools to be an entrepreneur in managing their business.

Our company is HSVD Chicken Enterprise focus on breeding and selling the chicken product. While practice this project, we faced many challengers and we try to solve the problem. In chapter 1, we started about the company background includes the purpose we built this business and also the partnership background.

In chapter 2, we covers the aspect administrative plan includes our vision, mission, and objectives of our company. This chapter also introduced manpower and their task and responsibilities in this company.

In chapter 3, cover about marketing plan. We present the type of product that we selling by our company to the customers. In this chapter we focus on the population growth in our business area and also about the others company competitor.

For last chapter is about the operational plan. We identifying the step- by-step processes from the beginning we handle the product until we provide to the customer. This process has been illustrated by using a flow chart. Before preparing this chart, we identify all the activities involved in our company.

For the conclusion to achieve this business, we follow the fundamental concepts and practice of the entrepreneurship. We focus on theories and practices that relevant to our company.

## 1.1 Introduction

This company name is HSVD Chicken Enterprise. Where our form business is breeder and this company had been registered on 2007. This company runs by the owner and all the partners. There have 5 members which included the owner. The entire partners have their own job and responsibilities.

Our objective on this paperwork is to apply subsidies from “Lembaga Pertubuhan Peladang”. It will be cover the “Ayam Kampong” breeding project cost. This project also gives many benefits to all the members and all the community included our nation. ‘Ayam kampong’ breeding project is a new project that is planned by HSVD Chicken Enterprise for the year 2008. During year 2008 HSVD Chicken Enterprise has created five infester with the total of 20,000 numbers of infestation chicken in one round. This ‘Ayam kampong’ breeding project will help the breeding sector to increase the country income mainly in helping the government to decrease the country import rate.

Helping the government through the Ministry of Agriculture and Fundamental of Farming Industry to increase the breeding sector towards commercialize breeding that is able to generate the increase of participant family income and this ‘Ayam kampong’ breeding project is estimated that it will become one main project to this kind of sector.

This company is located at Batu Laut, Tanjung Sepat, Selangor Darul Ehsan. This place is strategic because is located not far from Kuala Lumpur and have a good environment. This place has many facilities and utilities.

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