



INDUSTRY SDN. BHD.

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DBS 05

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PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah :

1. SITI SARAH BINTI ISAHAK
2. ROZIE BT. YUSOP
3. NOOR ASYKIN BT. ABDULLAH
4. SII · SAIDATUL ZAHIRIN WAFA BT · SYEO SAIZALY WAFA
5. BISMAYAZAR BT. YUSOFF

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MOHD. AZHAR OSMAN

Koordinator

b.p. Provos

EXECUTIVE SUMMARY

Chicken Run Industry Sdn. Bhd. is an organization which produces chicken based food product. Our business is concentrated on the process from raw material to semi-finished goods and finally finished goods like satay, roasted chicken and others.

We choose this business according to a high demand in food industries. As we read in news paper, Malaysia has been the biggest supplier of food to the world, so we want to become one of the supplier to the customers. Another that, our business is unique compare to same business similar like us. It is because we process the chicken from raw material to semi-finished and lastly to finished goods and we think we can go far to diversify our product to all states in Malaysia.

Our organization has agreed to choose Bandar Perda, as our location to start our business. We choose the place because of the strategic area which is near to our supplier. Another that it also have good infrastructure and situated at main road, so we can easily promote our product to our customers. The place also strategic because there are many shopping complex at that area, the demand for food increase highly, so we take this opportunities to open our business here.

We will start our business on 1st Jan 2003 because all of our members are still studying in UiTM Sungai Petani. We choose this date as our commencement because on that time, we have finished our studied and will concentrated fully in our business.

PURPOSE OF THE BUSINESS

This business plan is prepared by Chicken Run Industry Sdn. Bhd. to obtain a term loan from Bank Pembangunan for the additional capital to start our business.

Besides that this business plan also prepared as a guideline for us to manage this business effectively. This business plan also prepared as view for customers and suppliers about our business and at the same time, we can attract people through this proposal.

It is also as a guideline to a new entrepreneur who interested involving in the same business. Otherwise this business plan also can be a first step for us to practice our knowledge and skill besides we can proof our capability among Bumiputra to involve in this business.