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1.0 EXECUTIVE SUMMARY

Nowadays, there are several businesses that existed in our country which compete each other. Entrepreneur acts as the movers of the economy who involved in the business of products or services. They also shift resources from an area of low productivity into high productivity. They are the persons who identify business opportunity in the market and take advantages on the potential opportunity. Entrepreneurships are the processes that lead to the creation of a new venture. However, it also involves the expansion and development of an ongoing concern. Business might be given profit or gain losses but it depends on the entrepreneurship manage the business as well.

After we made some decision, we decided to breed chicken under contract system as our business. Before we made this decision, we already did various methods to identify the chance in the business field. Thus we decided to name our company as Chicken Farm Ville which reflects our business. We will start our company on January 2012.

We convinced to run in this business field where we can gain our business target. Our priority is to make sure our product will brings happiness to the customers. This kind of business has a good opportunity to gain profit and contribute to the economic development of our country. Even though there are already existing business related to chicken breed under contract system, but we are try to compete the weaknesses of them and use our strategies to win the



market. We come with new idea where we can clean the barn easily. In our business, we will put a priority on the quality of the product and services as well as the costumer's satisfaction.

In order to choose our target market carefully, we use several methods to get important information from various resources. There are through interview, research and observations on the total demand of existing chicken meats and egg demands and other optional meat. The result helps us in marketing analysis regarding our market size, our main competitors, sales forecast and the marketing strategies.

We see this business as the medium to solve problem of people who like to eat or try something new. This is the big chance to us to run in this industry. Moreover, we expect that the demand of this product can increase by time to time. Chicken Farm Ville will soon in the market.

All partners have sacrificed time, energy, personal money and everything to ensure that this business plan done very well. With hope, this business plan could bring victory to achieve our goals.



2.0 INTRODUCTION

VILLAGE CHICKEN

Rearing of village chicken activities has been started since our great grandparent's time. The first generation of the chicken with the scientific name of '**Gallus Domesticus**' was from the generation of Gallus Gallus. The second generation of village chicken which was the cross of first generation of village chicken with the Canton village chicken was born when the Chinese Trader came in our country. The third generations of village chicken were from the cross of a few breed from foreign country which were brought by European colonial with the second generation.

There is no proper system regarding the process of breeding chicken village. It is not a wide trade chicken and not many entrepreneurs involve in this business. Here in Malaysia, village chicken most likely breeding by the villagers and it was only for their own consumption. ●only if there are chickens to be sold then they will sell some of it directly to customer.

It is difficult the types of village chicken physically. The obvious differences in size made the village chicken unique. Therefore, there are a few names of village chicken that are found here for example white Plymouth rock, partridge Plymouth rock, rooster and rose comb dark brown leghorn. The names were given according to the location and dialect of the place.