



اَبْنُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP**

BUSINESS PLAN

AYAM PROSES KEJORA



PREPARED BY

NO.	NAME	UITM ID NO	GROUP CODE
1.	Amirin Sofi bin Amar Ubadah	2019254162	PHM112A2
2.	Juliana binti Jaafar	2019447172	PHM112A2
3.	Muhammad Affiq bin Hazeli	2019424148	PHM112A1
4.	Mohamad Nabil Nasuha bin Mohamad Haris	2019477882	PHM112A2
5.	Muhammad Hafiz bin Saiden	2019400018	PHM112A1

PREPARED FOR

LECTURER'S NAME	:	Sir Abdul Halim Abd Hamid
SEMESTER	:	MAC – AUGUST 2021
SUBMISSION DATE	:	12TH. JULY – 15TH. JULY 2021

TABLE OF CONTENT.

Chapter	Content
	Executive Summary
1.0	Introduction (Business and Owner Description) 1.1 Business Description 1.2 Purpose of Business Plan 1.3 Business Background 1.4 Business Partners Background (Owner Description) 1.5 Business Location
2.0	Administration Plan 2.1 Business Vision, Mission and Objectives 2.2 Organization Chart 2.3 Administration Personnel 2.4 List of Office Furniture and Fittings 2.5 List of Office Premise Equipment 2.6 Administrative Budget
3.0	Marketing Plan 3.1 Marketing Objectives 3.2 Product or Service Description 3.3 Target Market 3.4 Market Trend & Market Size 3.5 Competition – strength & weakness of competitors 3.6 Market Share 3.7 Sales Forecast 3.8 Marketing Strategy (product, price, place, promotion) 3.9 Marketing personnel (if appropriate) 3.10Marketing Budget
4.0	Operations Plan 4.1 Operations Objectives 4.2 Process Planning 4.3 Operations Layout 4.4 Capacity Planning

EXECUTIVE SUMMARY

For the group assignment, we have made the business plan. At our business plan, we have choice to make the service business which is under foodservice industry. We have made the process chicken. Our business name is Ayam Proses Kejora. It is located at Permatang Pauh, Pulau Pinang and we have rent two level stores to run this business. This location is the best place to us run this business. Our targeted market is foodservice industries and to people who want to buy the chicken from us. Why we choose foodservice industries is the main service for us? It is because our service can provide to these industries in the large quantity. For example, is canteen school, foodservice catering, and the others. But people also can buy at our store because we also provide the service who want to buy in small quantity. We also have provided the delivery service. So that, it can be easy to them how buy in large quantity take their order. We also can learn how to manage our own business. It is because with these ways we know how to do the business after we finish up our studies. We also can learn how to make the financial in our business. In conclusion, with this assignment we can do the batter business after graduate.

CHAPTER 1.0: INTRODUCTION

1.1 Introduction of the business

Name of the business	Syarikat Ayam Proses Kejora
Nature of the business	Food and Nutrition
Industry profile	Syarikat Ayam Proses Kejora is a partnership business which has been founded in 2021 in Permatang Pauh, Pulau Pinang. This company consists of 5 founders from background. Therefore, Syarikat Ayam Proses Kejora provides the sale of processed chickens where the chickens are processed first before being sold. This means this business provide chicken raw to wholesaler. In addition, this company also 100 % Bumiputera product and guaranteed halal and clean.
Business location	Permatang Pauh
Date of commencement	Year 2021
Factors in selecting the proposed business.	<ul style="list-style-type: none">- As a provider of processed chicken, we wish to assist consumers in obtaining halal and hygienic chicken. As a result, there is no 100% Bumiputera chicken processing firm in the sales region where we will operate.- Furthermore, our objective is to assist those who are less fortunate and to give chances for the future generation to make a living.
Prospects of the business	<ul style="list-style-type: none">- In the next five years, we hope to build more branches in other states and assist more families in

	<p>making a living. Aside from that, we will select a strategic location to attract more clients.</p> <p>- We plan to create an application linked to our firm, Syarikat Ayam Proses Kejora, to make it easier for buyers to make reservations without having to wait long.</p>
--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Table 1.1 Introduction of the business

1.2 Purpose of Business Plan

- a) It enabled the entrepreneur to see and assess the proposed business operation objectively, critically, and practically. The business plan may demonstrate to the entrepreneur the potential of the business and serve as a guideline for business management.
- b) The business plan assists the entrepreneur in project financial management. This is due to the entrepreneurs researching all the expenditures associated with running the firm. Therefore. He or she may handle the budget for the business's financing.