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BUSINESS DESCRIPTION



This company idea come from the one of our four fighters members. After that,this company we already planned before we finish our study and we want to try new things because some our team have experience about the food and beverages business.

The product type that we produce were food and beverages which is AYAM GOLEK. This product were one of the top request in our country according to the suitable season which is mostly high request on the month of fasting. This product clearly got a lot of advantage to become one of the famous and capable item at the market placement.

Ayam golek that we sold is currently are using fresh new ingredient and daily stock for the chicken were hygiene enough. All the ingredient were hand made by the staff that go through un der food handling. Targeting to be the most food company, we started to exploit a new brand a new brand taste for ayam golek that are not sold by others. Keeping on the track for the vision, this ayam golek from our company make a huge finance within.

MISSION AND VISION

VISION

“Be the best catering that serve chicken in the Malaysia by 2031”.

To be one of the best is difficult but we will give it a try until we succeed, even if it takes a long time. We believe that if we keep our dedication for our business, we will be able to do so. We will also target to be perfect in every aspect of the business. We will be consistent in our business to achieve our goal which is our product will be on Internatinal Franchise.

MISSION

“By providing an impossible service, quality delicious food and passionate team, impressions deliver a friendly and professional experience that brings our customers visions to life and creates powerful memories”.

- Try to have franchise for our catering in 2 years.

Our first objective is to always gratify the customer so that everyone knows about our company. In terms of the goods, we wish to meet or even exceed the consumers' expectations. We also want our customers to be able to enjoy high-quality chicken at a reasonable price. Customers put their trust in us, so we must do everything we can to ensure that they are not duped or dissatisfied with our goods. We wish to establish a good relationship with our customers so that they will continue to support our company.

PRODUCT / SERVICE DESCRIPTION

This section describes the products offered by the business in detail. The proposed products or services should be related to the needs and wants of the target customers.

Product	Description
Features	<ul style="list-style-type: none">-Sizing : Serve by portion-Shape : A piece / whole chicken / Half chicken-Flavour : Barbeque / smoke / spice-Odour : Very strong aroma-Packaging : Aluminium foil and disposable bowl-Colour : Golden brownish
Materials	<ul style="list-style-type: none">-Fresh Chicken from farm
Benefits	<ul style="list-style-type: none">-Gave satisfaction in every bite of the chicken-Healthy and have no preservative such as food colouring and artificial flavouring

Product illustration

