

Abadi Ayam: Organic Nutrition Chicken To Halal Market

Yong Jia Pey¹ & Wan Fauziah Wan Yusof^{1*}

¹Department of Management and Technology, Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia, 86400 Parit Raja, Batu Pahat, Johor, MALAYSIA

*Corresponding Author

DOI: <https://doi.org/10.30880/rmtb.2023.04.02.060>

Received 30 September 2023; Accepted 01 November 2023; Available online 01 December 2023

Abstract: The main objective of the business development plan is to bring the vision and description of the operation and strategy of organic nutritious chicken to the halal market to full potential in order to achieve this objective, to conduct the theoretical framework and empirical part about the organic food marketing plan. In the theoretical part, to start with the concept of organic farming and organic food. The definition and characteristics of organic food is reviewed from various sources of literature. To identify the factors, affect the development of the organic market, key issues from earlier studies as well as marketing environment analysis is applied. The study of the marketing environment includes the analysis of the macroenvironment, microenvironment and internal analysis. Then the model of the marketing mix to propose the business plan for the Abadi Ayam. The situation of the industry and the Abadi Ayam Sdn. Bhd are analyzed in the empirical part. Finally, this business plan recommended marketing action plan will help Abadi Ayam Sdn. Bhd. gain the source of finance that would be used by the new business is financial industry or agency that Abadi Ayam applies to it for financial support. Malaysia Halal market to establish and operate halal organic chicken for target regions and customers, in order to provide the business with a clear direction. The following section defines the business concepts that will be used to expand their marketing chain to the Halal Market, a deeper dive into the company's ideology, mission, vision, and related products.

Keywords: Organics poultry industry, Organic chicken, Entrepreneurs, and Business segment

1. Introduction

The global organic food and beverages market is expected to reach \$327,600 million by 2022 from \$115,984 million in 2015 at a CAGR of 16.4% from 2014 to 2022. The organic food and beverages market has been segmented into North America, Europe, Asia Pacific, and LAMEA. Asia-Pacific holds the fastest market growth estimated at CAGR 22.9% for the forecast period, though largest market share

*Corresponding author: fauziah@uthm.edu.my

2023 UTHM Publisher. All rights reserved.

publisher.uthm.edu.my/proceeding/index.php/rmtb

is controlled by North America and is expected to continue the market dominance through 2022. The Asia-Pacific organic dairy products market is estimated to rise with a prolific CAGR of 16.3% for the forecast period. (Poultryeu. Eu, 2021).

As the number of modern lifestyle Muslims has grown in recent years, the halal industry has expanded into lifestyle products such as Halal tourism, hotel services, and fashion. This transformation is being driven by a shift in Muslim consumers' mindsets as well as a global trend toward ethical consumption. This demonstrates that the evolution of organic coconut chicken can be recognized. The evolution of Muslim lifestyles and increased purchasing power of halal frozen organic food means that there is a wide range of needs for prepared convenience that still complies with Islamic dietary food and packaged food laws. In Malaysia, Muslim consumers spent an average 14% of their food budget on meat. 60% of the halal meat is imported from India, Australia, and New Zealand.

1.1 The Company

Abadi Ayam Sdn. Bhd. (1367429-X) is Malaysia's first Coconut Chicken provider and the first firm in the country to raise chicken using coconut enzymes. The founder of Abadi Ayam has over 20 years of experience raising broiler chicken and has been delivering broiler chicken to the industrial food market for many years. They have extensive knowledge of the broiler supply chain as well as extensive experience in the broiler poultry industry. There are numerous large poultry barns with qualifications that are operated by skilled employees under their supervision.

Following rigorous adherence to the Ministry of Agriculture and Agro-based Industry's organic farming regulations, they were awarded the MyOrganic professional certification for organic farming by the authority. Founders of the company, Mr. Yap and two others, Mr. Teo and Ms. Teo are the faces of the Abadi Ayam Sdn. Bhd. The initial management team will highly depend on their expertise and industry of poultry.

The founder of Abadi Ayam has over 20 years of experience raising broiler chicken and has been delivering broiler chicken to the industrial food market for many years. Now, they need to expand their marketing chain to the Halal Market. Also, a business plan needs to be tapped by professionals, such as consultants, government sectors, accountants and lawyers for their advice and proficiency.

1.2 Business and Legal Structure

Abadi Ayam Sdn. Bhd. (1367429-X) in order to operate legally and certified by law to perform contracts. It chooses Abadi Ayam Sdn. Bhd. as the company's name is as it was formed as a private limited company. Located at Parit Sulong, Batu Pahat.

1.3 Mission and Objectives of the Company

Mission of Abadi Ayam is strive our best to deliver healthy and fresh Organic chicken to our consumers. This mission highlights two major indicators for Enzyme farming with organically and comfortable environment are the quality control is the priority and the following is encross to the professionalism at all levels. Meanwhile, its objectives lie on few strategies such as to strive the best to deliver healthy and fresh Organic chicken to our consumers.

1.4 Respond to Opportunities

The opportunities towards organic chicken industry are open widely, supported by government commitment to add more organic chicken to Halal market. Abadi Ayam is Malaysia's first Coconut Chicken provider and the first firm in the country to raise chicken using coconut enzymes, ensuring a consistent supply of fresh and delicious organic Coconut Chicken every day. Coconut Chicken, a broiler raised with 100% organic grain feed and coconut enzymes, has a higher nutritional value for human

health than chicken raised industrially. Coconut Chicken consumption in long-term is healthy to the body in a variety of ways.

Organic farming requires that Coconut Chicken be raised in line with natural laws and sound ecological culture, with the use of artificial synthetic additives such as antibiotics and anabolic steroids absolutely forbidden. Instead, the only agricultural method that can be employed is 100 % pure organic feed blended with coconut enzymes. Predicted to rise as the world's population, which now stands at two billion people, spreads throughout 57 countries. Muslims make up the majority of the world's population. This is also due to an increase in the number of users and the availability of halal food products. It presently has a population of four billion people.

The rising demand for halal food, valued at USD 346.7 billion or RM1452.67 billion annually, is in accordance with the growing Muslim population, higher levels of education, and increased purchasing power. With the global market expanding, creative food companies have been outperforming the competition. (Salaam Gateway, January 2016).

The development of Malaysia's halal industry, which has successfully ventured into the international halal market, particularly in the food sector, has raised Malaysia's profile. If the development of the halal industry in Malaysia is closely monitored, it reveals a great potential for increased profitability through business opportunities that can be explored in this market for halal products. Furthermore, the current demand for halal market is expected to rise as the world's population grows to two billion people, with 57 countries in the world having a Muslim majority. This is also supported by the growing number of users and halal food products, which now numbers four billion people. (Thomson Reuters and Dinar Standard, 2016).

The halal food sector is growing. The purpose of this conversation is to take a look at the challenges faced to become an Islamic country in the production of the world's halal hub and strategies used among producers of halal products. The term "halal" is important to all Muslims, especially in this day and age of market globalization. The Malaysian Department of Islamic Development's halal certification is internationally recognized and is one of the most sought-after certifications by Islamic bodies worldwide. This is due to Malaysia's experience as a multi-ethnic country necessitating the establishment of a suitable mechanism to ensure the halalness of products and services for Muslims, as required by Shariah law.

1.5 Product Information and Advantages

The organic Coconut Chicken was produced by Abadi Ayam, who was awarded the MyOrganic professional certification. Abadi Ayam's founder has over 20 years of broiler chicken farming experience and has been supplying broiler chicken to the industrial food market for many years. They have vast experience in the broiler chicken sector as well as deep knowledge of the broiler supply chain. There are numerous large poultry barns with qualifications that are operated by skilled employees under their supervision. We have established a professional and pleasant environment for the chicks to grow up without anabolism steroids, no chemical compounds, Not raised on chemical feed and drug stimulation, 100% organically raised, require 60 days to be sent for processing, Coconut enzyme feed readily breaks down toxins in Abadi Ayam coconut Chickens and Plays yoga music long term is set up to reduce their pressure and anxiety.

Organic farming requires that Coconut Chicken be raised in line with natural laws and sound ecological culture, with the use of artificial synthetic additives such as antibiotics and anabolic steroids absolutely forbidden. Instead, the only agricultural method that can be employed is 100 % pure organic feed blended with coconut enzymes. Coconut Chicken, a broiler raised with 100% organic grain feed and coconut enzymes, has a higher nutritional value for human health than chicken raised industrially. Organic Coconut chicken provided Ultra-low-fat content, Rich protein, Ultra-low cholesterol,

Abundant Vitamin C, Boost immunity and Promote blood circulation. Coconut Chicken consumption in long-term is healthy to the body in a variety of ways.

Nowadays, organic chicken meat has become very popular and demanded among people around the world. Abadi Ayam must be optimistic about the development of high-quality organic product lines. To cope with the increasing demand for organic and natural foods. This kind of high interest has also begun to appear among Muslim consumers, especially young millennials.

2. Industry and Market Overview

The global organic food and beverage market is expected to grow at a CAGR of 16.4% from 2014 to 2022, from \$115,984 million in 2015. Organic foods and beverages are made from organically grown ingredients. The organic food and beverages market is expected to grow significantly in the near future, owing to the unique benefits of organic food and beverages such as being chemical and pesticide-free, eco-friendly, and significantly healthier than inorganic food.

Increased awareness of the benefits of organic food and beverage industry consumption is expected to fuel market growth in the near future. Furthermore, rising income levels, rising living standards, rising environmental concerns, and rising health hazards caused by inorganic foods are some of the market's driving factors. The impact of these drivers is expected to grow significantly as consumer health concerns rise. (Awang, R., *et al.*, 2014)

2.1 Competition

Frozen chicken comes in a variety of brands and may be found at most grocery stores. In Malaysia, all of the varieties of frozen chicken are made by large factories, notably brand Aqina and Kee Siong, and can be found in grocery stores, organic stores, frozen stores, supermarkets, fresh hub, online market, and so on. However, these do not compete directly with frozen chicken items. According to sales figures, as per estimates from grocery stores in Aqina and Kee Siong, around 65 percent of the national brand is sold there. The majority of prepared frozen chicken items are sold frozen, while the remaining 35% are marketed vacuum packed.

These products' market shares and distribution channels are their key resources. They may be found in almost any retail food store and have a wide market acceptance. Frozen chicken items are also distributed by them.

2.2 Innovation and Technology

Organic Coconut Chicken has recommended and improved uses FDA packaging technology developed by the US Food and Drug Administration. The Organic Coconut Chick are packaged in food-grade plastic bags that are hygienically sealed using vacuum technology to maintain freshness.

2.3 Target Market

Nowadays, organic chicken meat has become very popular and demanded among people around the world. Abadi Ayam must be optimistic about the development of high-quality organic product lines. To cope with the increasing demand for organic and natural foods with Halal Authorized Certificate. This kind of high interest has also begun to appear among Muslim consumers, especially young millennials.

To meet the Malaysia Market demands after the marketing research, the variety of product items need to be increased and launch to marketplace. Besides, Abadi Ayam needs to emphasize the advantage of organic chicken, to let the consumer get the variable information and the knowledge of Halal and Organic has a positive impact on Awareness.

2.4 Market Research

Market research has been done to assess how consumers view the poultry industry and identify the factors that affect their purchase choices. The results of this research establish the best practices for Abadi Ayam's marketing strategy.

2.5 Population of Sample

The evolution of Muslim lifestyles and increased purchasing power of halal frozen organic food means that there is a wide range of needs for prepared convenience that still complies with Islamic dietary food and packaged food laws.

Muslims in Malaysia devoted an average of 14% of their food expenditure to meat. The top three sources of imported halal meat are India, Australia, and New Zealand. As a result, Natural Content has a positive impact on Awareness. This means that natural content has the potential to raise awareness of a product. People will pay attention to a product that contains natural ingredients and will try to figure out what ingredients are in the food they eat. It was discovered that the variable Knowledge of Halal and Organic has a positive impact on Awareness. This means that people's knowledge will influence their awareness of a product.

People become more knowledgeable as they gain more knowledge, and as they gain more awareness, they become more aware. It means that before purchasing the food and beverages they will consume, people will examine the content and determine the substance contained in it.

Religiosity, in addition to both variables, has a positive effect on Awareness. This implies that people with a high level of religiosity also have a high level of awareness. They have a strong relationship because they are both bound to each other. For the last variable, Awareness positively impacts Purchase Intention. This means people with high awareness have purchase intention toward halal and Organic food.

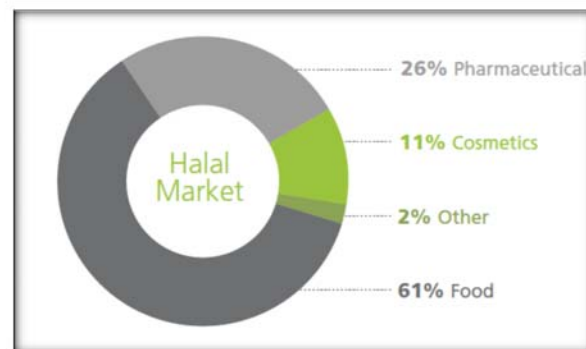


Figure 1: Customer segmentation

2.6 Questionnaires and Results

The survey instrument was distributed via Google Form. The questionnaires are divided into three major sections and three sub-sections. Three main components are demographic, purchasing Abadi Ayam Organics Chicken Products and factors influencing organics chicken products purchasing decisions. The section on the factors influencing organic chicken product purchasing decisions is divided into three sub-sections (brand awareness, product quality and price). The poll receives 63 responses. All results from the questionnaires are illustrated by using charts and tables.

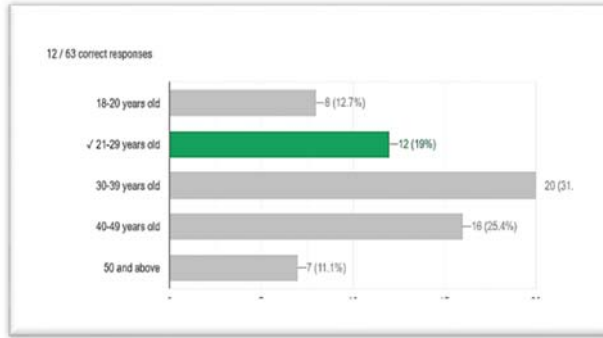


Figure 2: Age group of respondents

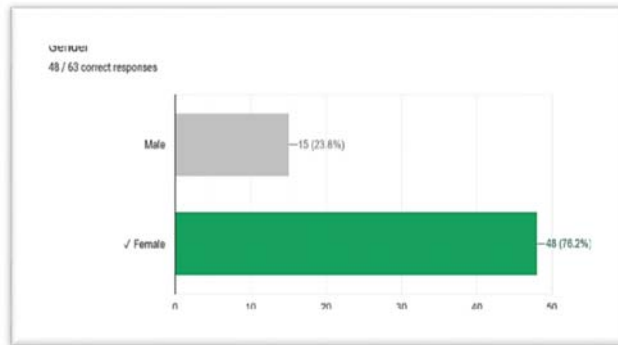


Figure 3: Gender distribution of respondents

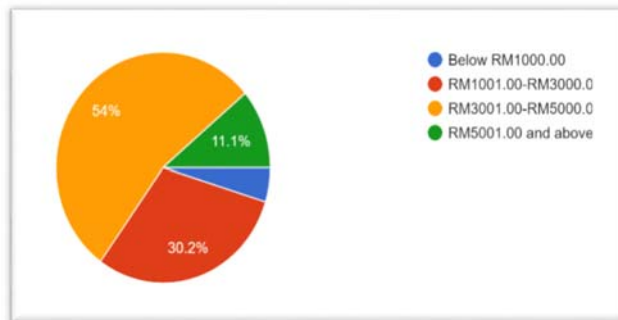


Figure 4: Employment status of respondents

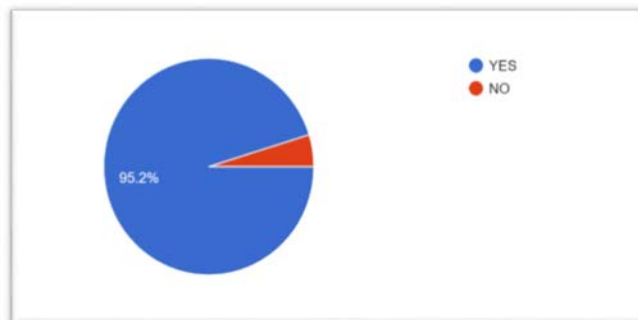


Figure 5: Population organic chicken of respondents



Figure 6: Willing to buy organic chicken of respondents

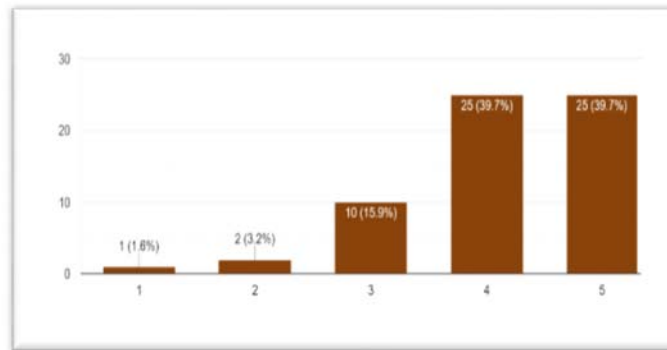


Figure 7: Agree with purchase the organic chicken through online platform of respondents

This data is required to investigate the respondents' general demographics and the variables that might affect their decision to purchase organic chicken products.

2.7 Market Analysis

Abadi Ayam uses SWOT Analysis to investigate major issues that arise both internally and externally. This analysis provides a framework for evaluating Abadi Ayam's strengths, weaknesses, opportunities, and threats.

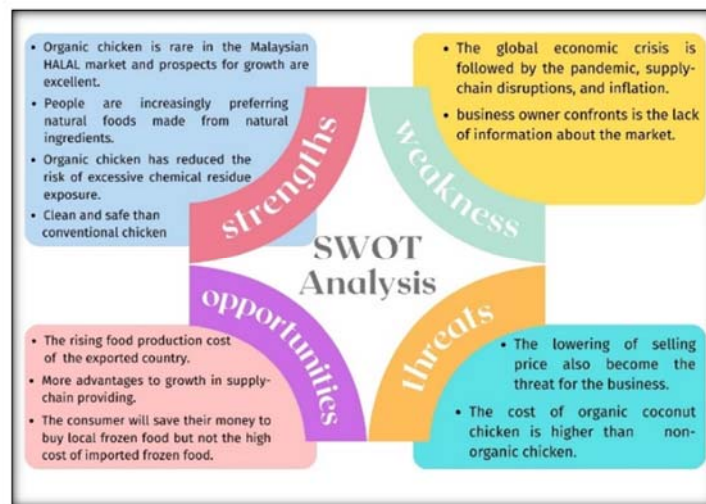


Figure 8: SWOT analysis for Abadi Ayam

2.8 Marketing Mix

Abadi Ayam will hold the seasonal promotion are special offers, the info to the consumer to make the promotion formally run and standardize the dates of promotion to be announce online. On top of that, Product launches build sales and revenue through expansion of customer base. By introducing new products, a business can target previously untapped customer markets. Abadi Ayam also took the opportunity to launch the new item. Once the product is launched, the advantages for your company become evident. Process relates to the methods of providing services to the customers. It is important to keep track of whether the customers are satisfied with the services or not for further development in the company (Marketing mix, 2013).

Physical evidence can be called packaging because it implies the appearance of the products offering to the customers. Physical evidence is important in the marketing mix since it provides distinguishing competitive advantage in the market. The primary benefit of these promotional marketing strategies is to attract attention to your business at an opportune time.

3. Operations

In business management, one of the most important functions is operations. It addresses a company's business support system, manufacturing flow, and supply chain. Business operations that are in-depth help a company run more efficiently, with reduced errors, and with clearer direction.

3.1 The Management Team

Discover the management team. They lead the company to ensure that Abadi Ayam remains a market leader in the organic chicken industry for a long term, the company needs committed, competent, and experienced leaders. Start-ups benefit from the deep pool of specialists working with them to unleash new trends, talents, and technologies. Abadi Ayam is certain that the ideal personnel in place to maintain the business's successful expansion.

Abadi Ayam will hold the seasonal promotion are special offers, the info to the consumer to make the promotion formally run and standardize the dates of promotion to be announce online. On top of that, Product launches build sales and revenue through expansion of customer base. By introducing new products, a business can target previously untapped customer markets. Abadi Ayam also took the opportunity to launch the new item. Once the product is launched, the advantages for your company become evident. Process relates to the methods of providing services to the customers. It is important to keep track of whether the customers are satisfied with the services or not for further development in the company (Marketing mix, 2013).

Physical evidence can be called packaging because it implies the appearance of the products offering to the customers. Physical evidence is important in the marketing mix since it provides distinguishing competitive advantage in the market. The primary benefit of these promotional marketing strategies is to attract attention to your business at an opportune time.

3.2 Operational Plan

(a) End-to-end Supply Chain

There are elements in supply chain management that allow the process to be integrative. These are the elements: plan, source, make, deliver, and return (Lambert & Enz, 2017). For supply chain management to be optimized, it can be further developed into after-sale service and reverse logistics.

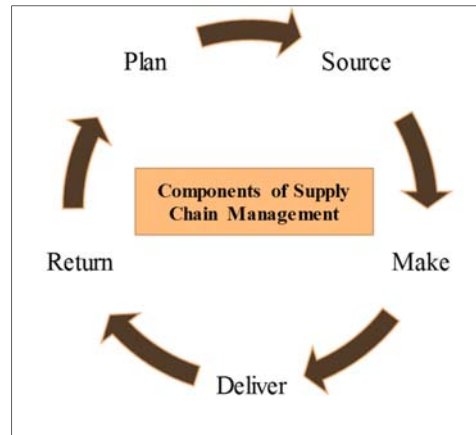


Figure 9: Components of supply chain management

3.3 Business Support System

Business support system (BSS) is a system that aids in the management of business. Each business has different support system depends on its business nature and necessities. The team in this system ensures daily operations of business to run accordingly. To build the premium brands. Even popular brands' branding has a lot of improvement. Product quality, marketing messaging, packaging, and overall communication can all be improved significantly. This presents an opportunity for existing brands to change their approach to differentiate themselves through strong branding.

4. Business Model Canvas

Business Model Canvas (BMC) helps entrepreneurs create their own business models by detailing all aspects of their operations, including revenues, activities, and company resources (Micieta *et al.*, 2020). By examining the company's SWOT, BMC determines the most crucial elements and metrics that may be used to enhance the current business plan for Abadi Ayam. The ownership of Abadi Ayam and its stakeholders are represented in the 9 elements of BMC.

4.1 Customer Segments

Abadi Ayam's customer segmentation is mainly accomplished due to its primary halal market strategy. Therefore, its medium high-income customers tend to be people who are looking for good quality but healthy products.

4.2 Value Propositions

The value proposition of Abadi Ayam reflects its business policy: Providing its customers with good quality but healthy products and a wide variety size of products with freshness guarantee and in the most convenient way possible.

Abadi Ayam has a business scope of quality product and service development to attract and retain many customers. The company focuses on innovation and quality on production of products and services. The collaboration of different strategic alliances allows the company to create a higher degree

of capacity of the business infrastructure. However, the HALAL quality and healthy meat product of the company is a key factor for creating advanced products like organic coconut chicken. The diversification of the product portfolio signifies the sustainability and lower risk in the changing market by attracting a broad range of customers. However, creating value through innovating the business models as well as the product and freshness guarantee is an essential factor for Abadi Ayam to create a positive response in the changing Halal market.

4.3 Channels

Abadi Ayam's channels are widely known: the distributor and marketing chain retailer stores, their website, their mobile app, and social and mass media. Incorporation of websites, social media platforms and other digital media plays a vital role for Abadi Ayam. On the other hand, sales and marketing personnel in the Poultry and frozen meat industry play a crucial role in enhancing sales and growth of the company. The development of effective collaboration for the distribution network In Malaysia is the key approach for the company for sales and product development.

4.4 Customer Relationships

Through customer connections in BMC, a company can build ties with its customers by implementing a loyalty programme and enhancing its public reputation (Yosua & Sedyono, 2018). Abadi Ayam uses a variety of tactics to forge this connection, including exclusive discounts and after-sale services. The entire crew has received training on how to respect customers and assist them when necessary. In addition, it helps employees grow personally and in terms of soft skills.

4.5 Key Resources

Key resources are to support business system in Abadi Ayam. Hence, it is important to have sufficient from internal management (inventory, distribution, customer care, R&D) to external implementation support like company branding strategy and marketing planning. Meanwhile, supply chain is kept integrated to ensure a continuous process of sales and lower the risk of supply disruption.

4.6 Key Activities

Abadi Ayam's key activities include, first, buying and delivering goods, while controlling the costs involved. In addition, the company operation management system, inventory control, and distribution management.

4.7 Key Partners

The business's relationships with numerous key partners foster strategic relationships (Sort & Nielsen, 2018). Collaboration with both government and private agencies such as manufacturers & distributors, logistic partners and so on. It is easier for Abadi Ayam to run its business without incident. Abadi Ayam uses logistics and courier services to transport products to the store and deliver them to customers.

4.8 Cost Structure

Abadi Ayam's budget for business operations is determined by the needs of the company. The cost structure is made up of production and operating costs. As a result, Abadi Ayam manages its business using value-driven costs.

5. Financial Projection

The plan is to adequate investment and open chicken producing firm to tap into the growing demand for chicken in the market. Furthermore, all the relevant information such as financial projects, breakeven

and cash flows for the project is adequately conducted along with investment appraisal techniques to verify the investment in the sector.

5.1 Project Implementation Cost

The above table provides information on the overall project implementation cost that is needed for starting the overall business in the chicken industry. The overall calculations indicate that relevant assets along with miscellaneous costs, contingency costs and working capital are required to adequately start the business and maximise the level of production that could help in obtaining higher revenues in the long run. The calculations indicate that new machinery would be around RM75,000 while miscellaneous costs and contingency costs are RM32,000 and RM28,000. These relevant expenses are required to support the project, which would be started along with working capital requirements for the initial first month. Hence, the initial cost structure is used along with cash to support the levels of operations for the business in the long run.

5.2 Source of Funding

The source of finance that would be used by the new business is the Financial Industry Superb Programme, where the total amount of finance that would be provided is RM500,000. Hence, the new business would be overall finance, which would be helpful in adequately purchasing the required machinery, miscellaneous cost, contingency cost and working capital for the business. However, the requirement for the business is mainly at the level of RM330,000, while the finance would be at RM500,000, as the overall RM170,000 is needed for cash balance, which is essential for operating the business.

5.3 Depreciation of Assets

The use of Marcus directly allows the organisation to utilise an appropriate depreciation method for its overall investment in assets, which can be used, for detecting the overall tax consequence of the organisation for the next 5 years. The Marcus depreciation system is an appropriate method that companies use to compensate for the initial investment in assets for the start of the overall business.

Table 1: Depreciated table for the assets of Abadi Ayam

Year	Cost (RM)	%	Depreciation (RM)	Depreciated Value (RM)
1	75,000	20%	15,000	60,000
2	75,000	32%	24,000	36,000
3	75,000	19%	14,250	21,750
4	75,000	12%	9,000	12,750
5	75,000	12%	9,000	3,750
6	75,000	5%	3,750	-
Total		100%	75,000	

5.4 Sales Forecast

The calculations indicate the sales unit over the five-year period for the four segments of the product line that is maintained by the organization. Moreover, along with units sold, the selling price and cost price for the four segments is depicted in the above table, which can help in identifying the level of profits data earned from each segment over 5 years. The segregation of sales and cost is essential for business, as it could help in identifying the level of income generated over a period of time and the impact cost would have on its profitability. The unit sales increase at the level of 5%, whereas the sales price growth is at 4% and the cost of each product is 30% of the selling price. Therefore, after adding

all the relevant measures it is detected that adequate levels of profits are being obtained by the company over the period of 5 years, which can help in maximizing the level of returns in the long run.

5.5 Cash Flow Projection

The cash flow projection is for 12 months, which helps in understanding the level of changes in the cash position of the organization at the end of each month. The cash projections directly analyze the level of expenses in form of cash outflow that is conducted by the organization to maintain administrative expenses, or expenses in assets, contingency expenses, miscellaneous expenses, loan payments and interest payments by the organization. Along with cash outflow, there are relevant cash inflows for the organization where grants, loans and sales are considered to be cash inflow for the organization over the 12-month period (Andor, Mohanty and Toth 2015). The final cash balance in the 12th month is projected to be at RM1,304,922 which is in the ascending trend from month-to-month.

5.6 Income Statement Projection

The calculations indicate that sales for the next 5 years along with profit increased dramatically, when the organization was having higher levels of cash inflow and outflow. However, the rising sales revenue has directly increased the level of cash inflow for the company, whereas administrative expenses and the cost of goods sold were not increasing as per the level of sales for the organization. Thus, it allowed the business to maximize profits after a 15% tax on income. The income statement sheds information on the profits, where the profit margin increased from 0.30% in the first year to 14.44% in the 5th year.

5.7 Balance Sheet

The balance sheet information regarding the new business is adequately identified in the above table, where changes in cash, assets, depreciation, working capital and liabilities are directly affecting the financial position of the company. The balance sheet states that the cash account for the business is increasing exponentially due to higher sales levels and cash inflow, which is stenting the financial position of the organization. Hence, the value of the total assets would increase from the level of RM1,379,922 in the first year, while it was at RM7,524,471 in year 5.

5.8 NPV and IRR

The cash flow projections for the next 5 years are utilized along with initial investment to determine the level of internal rate of return for the project. Moreover, the internal rate of return calculations is at the level of 57.17%, which is relatively higher than the 10% cost of capital estimated for the discounting rate of the project. Furthermore, the NPV value is positive and higher, which indicates that investment in the project would be financially viable, as it might maximize the level of revenues in the long run along with cash inflows (Rossi, M., 2014). The investment appraisal techniques such as NPV and IRR are presenting a positive indication regarding the investment in the project. From the table, the project from Abadi Ayam is feasible to be continued.

Table 2: NPV & IRR projections

	Cash Flow (RM)
0	-2,475,000
1	170,000
2	1,304,922
3	2,459,288
4	3,851,024
5	5,505,248
NPV	6,654,320 (IRR 57.17%)

5.9 Break-even Analysis

The breakeven analysis is conducted in the above table, where the appropriate data point is identified along with the units and sales value with the inclusion of desired profit. The calculation directly helps in identifying break-even units, where the sales value is zero, as the organization would have no profit and no loss from the process in the initial 1st year. Table 3 shows the break-even analysis of the chicken products from Abadi Ayam.

Table 3: Break-even analysis for the first year of sale

Particulars	Value
Fixed costs	1,938,000
Variable cost	12.00
Revenue/unit	40.00
Breakeven units	69,214
Breakeven sales	2,768,571

Meanwhile, Figure 10 shows the graph of break-even analysis of Abadi Ayam products. The break-even point is shown in the point of intersection between revenues and cost.

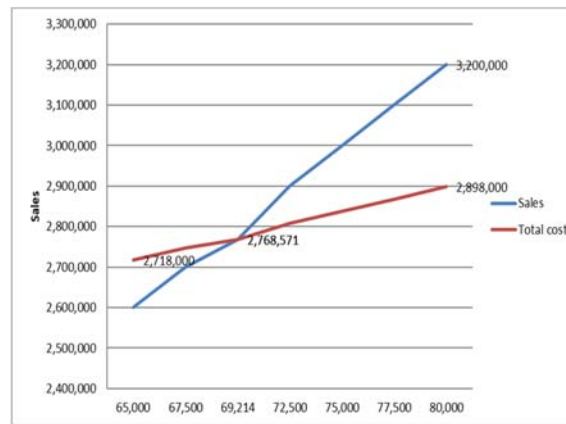


Figure 10: Graph of break-even analysis

6. Conclusion

This business plan will help the financial industry or agency that Abadi Ayam requests financial assistance from comprehend the company's strategy. Overall, it serves as evidence of the company's accomplishments and the approaches that will be used to reach the objectives.

Acknowledgement

The author would like to thank the Faculty of Technology Management & Business and all the respondents involved in this study.

References

Andor, G., Mohanty, S.K. and Toth, T. (2015). *Capital budgeting practices*. A survey of Central and Eastern European firms: Emerging Markets Review, 23, pp. 148-172.

Ar-Rahim Hall Ager (World-AR 2015), S. N. S., et al. *An Analysis Of The Definition Of Halal*. SHARI'AH VS STATUTES: World Academic And Research Congress 2015, YARSI University, Jakarta, Indonesia, 9th – 10th December 2015.

- Awang, R., et al. (2014). *Halal Epistemology From A Global Perspective*. Pakistan: Social Sciences 9(6), pp. 375-378. Dali, N., et al. (2007).
- Bierman, J. and Smidt, S., (2014). *Advanced capital budgeting*. Routledge: Refinements in the economic analysis of investment projects.
- Brodzsky, V., Baji, P., Balogh, O. and Péntek, M., (2014). *Budget impact analysis of biosimilar infliximab (CT-P13) for the treatment of rheumatoid arthritis in six Central and Eastern European countries*. The European Journal of Health Economics, 15(1), pp. 65-71.
- Dar, H., et al. (2013). *Halal Products From The Consumers Perception*. An Online Survey: Proceeding Of The Islamic Entrepreneurship Conference, Kolej Universiti Islam Malaysia.
- De Andrés, P., De Fuente, G. and Martín, P.S., (2015). *Capital budgeting practices in Spain*. Spain: BRQ Business Research Quarterly, 18(1), pp. 37-56.
- Hj Hassan, F. (2013). *The Market Opportunity Of The Muslim World*. Global Islamic Finance Report: GIFR 2013, Edbiz Consulting. Fleishman Hillard Majlis (2011).
- Indexmundi.com. (2022). Poultry (chicken) - Monthly Price (Malaysian Ringgit per Kilogram) - Commodity Prices - Price Charts, Data, and News - Index Mundi, Available at: <https://www.indexmundi.com/commodities/?commodity=chicken&months=120¤cy=myr> (Accessed: 22 December 2022).
- Jobber, D. & Fahy, J. (2009). *Foundations of Marketing*. Third Edition. Berkshire: McGraw-Hill Education.
- Kamali, M. H. (2012). *Halal Food Marketing, Dare To Win!* Malaysia: Uitm Press.
- Kamali, M. H. (2010). "The Halal Industry From A Shari'ah Perspective." Malaysia: Islam And Civilisational Renewal 1(4) pp. 595.
- Kantor, K. & Yarn, D. (2010). *Why Vacuum Sealing and Blast Freezing is Safer and Healthier*. Food Safety: Available at <http://www.servicefoods.com/ourhealth-experts/other-articles/food-safety-why-vacuum-sealing-and-blast-freezing-is-safer-and-hea> (retrieved 4. May 2014).
- Kotler, P., Armstrong, G. (2010). *Principles of Marketing*. Thirteenth Edition. Essex: Pearson Education.
- Kotler, P., Armstrong, G. (2012). *Principles Of Marketing*. Fourteenth Edition. Essex: Pearson Education.
- Kotler, P., Keller, K. (2012). *Marketing Management*. Fourteenth Edition. Essex: Pearson Education Limited.
- Malboobi, M. T. And M. A. Malboobi (2012). *A Global Shariah Perspective*. Tourism And The Halal Industry: Islam And Civilisational Renewal (ICR) 3(3).
- Muhammed, H. (KLCC 30 March – 4 April 2015). *Halal Concept And Products Derived From Modern Biotechnology*. International Workshop For Islamic Scholars On Agribiotechnology: Shariah Compliance.
- Salaam Gateway (JANUARY 2016). *Halal, Defining Terms, Educating Communities*. MIHAS: The Halal Global Market Place – World Halal Summit.
- Thomson Reuters And Dinar Standard (2016). *Opportunities And Trends*. Muslim-Friendly Beach Resorts: Monthly Report Series Prepared.
- Thomson Reuters And Dinar (2008). *Standard State Of The Global Islamic Economy 2015/16 Report*. New York City: Zakaria, Z.
- Shariah Journal. *Tapping Into The World Halal Market*. Malaysia: Some Discussions On Malaysian Laws And Standards. 16(3): pp. 603-616.
- Poultryeu. Eu (2021). *The Benefits Of Eating Organic Chicken, Opportunities And Trends*. Monthly Report Series Prepared.
- Willer, H. & Lernoud, J. (2014). *The World of Organic Agriculture*. Statistics and Emerging Trends 2014. FiBL-IFOAM Report.
- Tracy, B. (2004). *The 7ps of Marketing*. Available at <http://www.entrepreneur.com/article/70824> (retrieved 10. April 2014).
- Marketing mix. (2013). *The Essential 7P's To an Effective Online Marketing Strategy*. Available at <http://marketingmix.co.uk/> (retrieved 10. April 2014).
- Paul, M., Kemp, G. & Segal, R. (2013). *Organic Food*. Understanding Organic Food Labels, Benefits and Claims. Available at http://www.helpguide.org/life/organic_foods_pesticides_gmo.htm (retrieved 2. May 2014).
- Rossi, M., (2014). *Confronting theory with practice*. Capital budgeting in Europe: International Journal of Managerial and Financial Accounting, 6(4), pp. 341-356.