Introduction:

Business plan is a written document that provides a description and overview of the business future. It used to help manage the organization by stating the goals of the business, how they well achieve, and exactly when. Poultry is one of the fastest growing segments of agriculture sector and contribute in terms of protein and supplementation of chicken meat.

Sylenvie’s Rural Fresh Chicken, the name of the business represents each of the members name, and represent on the place where we living which is in rural area. Also, rural people will easily understand that the stated business is located at thecountryfied area. Sylenvie’s Rural Fresh Chicken is business that offer a production of chicken meat. This business is to provide costumers satisfaction on a chicken meat. We choose this business, believing if this works, we can invest more money or we can easily roll the money an invest into related business. For this, we can help vendors to supply a fresh chicken production for their business too. Thing that needs to consider on achieving the business, the money/budget, area, supplier of breed, materials for the poultry house, and the costumers.

MISSION:

To provide our customers with good quality and fresh chicken product.

VISION:

To be pioneers in the poultry industry through the continued development of the level of production and quality to provide customer needs and satisfaction.

MANAGEMENT TEAM:

Juvie Cano – Selling Hotcakes

Jheselle Obra - Works at their own poultry.

Julie Ann Abrea – Load Retailer

Lyndie Esperre - Farming

Ruvie Gultia – Food Street Vendor

Sheralyn Gorduiz - Cashier in their own store

BUSINESS IDENTITY:

An Urban Poultry Farm that allows costumers, to purchase good quality and fresh chicken.

THE PROBLEM: Expectation vs. Reality, gap in terms of product appearance damage.

OUR SOLUTION: Must have exact amount of heat (in between 130˚ t0 170˚) in dressing the chicken.

UNIQUE VALUE PROPOSITION:

* Deliver Fresh Chicken.
* Fast delivery service and ready to cook.
* Accept online payment (GCASH)

TARGET COSTUMERS:

* Municipal Residence / One’s who need fresh and ready to cook chicken. /Social Media (Facebook) & SMS.

MARKETING ACTIVITIES:

* Social Media (Facebook)
* Free delivery in you met the minimum amount of the product.

COST STRUCTURE:

\*Fuel and Motorcycle Maintenance - for delivery