



## 7.2 MARKET DISTRIBUTION

				3 Houses		5 Houses
NO. OF HOUSE				3		5
NO. OF CHICKEN PER FLOCK				20,000.00		20,000.00
<b>TOTAL NO. OF BIRDS</b>				<b>60,000.00</b>		<b>100,000.00</b>
AVERAGE WEIGHT (Cleaned)				@ 1.5Kg Each	%	@ 1.5Kg Each
	EST. CONSUMER (POPULATION)	Consumption -8 Kg/person /mo.	%			
TOTAL PRODUCTION (Kg.)				90,000.00		150,000.00
LESS: 2% MORTALITY				1,800.00		3,000.00
<b>TOTAL PRODUCTION - FOR SALE (Kg.)</b>				<b>88,200.00</b>		<b>147,000.00</b>
MARKET DISTRIBUTION:						
<b>MINIMART -Berakas &amp; Muara Area</b>	14,000	112,000	127%		76%	
<b>WAN.K (Canteen and Catering)</b>	1,000	8,000	9%		5%	
<b>GIANT Supermarket</b>	10,000	80,000	91%		54%	
<b>TEGUH RAYA Supermarket</b>	3,000	24,000	27%		16%	
<b>SABLI FOOD Industries</b>	3,000	24,000	27%		16%	
<b>OTHER RESTAURANTS</b>	500	4,000	5%		3%	
<b>OTHER MINIMARTS</b>	500	4,000	5%		3%	
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FUTURE MARKET						
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<b>BRU CHICK Fastfood</b>	2,000	16,000	18%		11%	
<b>BRU CHICK Distribution Center</b>	10,500	84,000	95%		57%	
<b>NANNING, CHINA - Halal MARKET</b>	15,000,000	120,000,000				
<b>MIDDLE EAST- HALAL MARKET</b>	200,000,000	1,600,000,000				
<b>TOTAL</b>			<b>404%</b>		<b>242%</b>	