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“Building and Branding: Malik Organic Farms”



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ABSTRACT

The aim of this project is to solve the problems of planning a business of free-range poultry farming with name Malik's organic farm. Our final project is based on problems faced by citizens regarding to free-range and pasture raised organic eggs. Malik's organic farm is a well-known free-range and pasture raised poultry farm operating in Islamabad. With the demand for free-range organic eggs increasing and the pressure on the intensive poultry industry to improve poultry welfare especially in cities, the number of free-range poultry farms has increased significantly. Free range chicken farming is a method of chicken farming where the chickens, for at least a good part of the day, are allowed to roam freely outdoors, rather than being confined in an enclosure for 24 hours each day as obtainable in a standard poultry farm. The free-range chicken farming line of business in recent time has experienced positive trends in demand for chicken meat. Of course, increasing health consciousness among Pakistani meat consumers has boosted consumption of white meat such as turkey and chicken, which is also more affordable than beef. We will bring some sort of changes in the service scope and due to this the customer will be satisfied easily and brand image will be improved. Secondly, we will be providing them a platform where the staff of Malik's farm will be trained, and their skills will be enhanced because a trained staff is the most important asset of an organization if it is utilized properly then the business will be among the industry leaders. This project will also be helping Malik's farm to improve its operation management systems because if the operations are strong then problems will not occur. And at last the project will help Malik's farm to solve their uniformity problem in terms of processes, standards and the management of staff. Although there were also a few constraints including limited time, limited resource availability, travelling constraint along with limited budget.