

AK PUYUH EMAS BERHAD
FUTURE QUAIL FARMING EMPIRE MASTERPLAN
Codename: Project IronFeather – Maximize Every Gram of Profit

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SECTION 1: EXECUTIVE OVERVIEW

Vision of the Quail Empire

AK Puyuh Emas Berhad envisions becoming Malaysia’s most dominant, technologically advanced, and profit-maximizing quail enterprise. Project IronFeather is the embodiment of this ambition — a masterplan to transform the humble quail into a multi-channel profit engine that extracts value from every single component of the bird: its meat, eggs, waste, organs, and even bone structures.

The long-term objective is to engineer a vertically integrated quail agribusiness with international-grade standards, deeply rooted in rural soil but operating with urban-grade infrastructure and digital precision. The company will move beyond conventional farming — embracing automation, sustainability, and innovation as the pillars of a fully optimized, export-ready national brand.

This vision redefines what it means to “farm quails.” Under Project IronFeather, AK Puyuh Emas Berhad will raise a fully capitalized empire — not just in poultry, but in agro-tech advancement, circular economy application, and scalable food infrastructure.

1.1: Rural to Royalty Strategy

Founded in the rural district of Tanah Merah, Kelantan, AK Puyuh Emas Berhad leverages a powerful advantage often underestimated by mainstream investors: rural cost-efficiency. By keeping infrastructure and land costs at a minimum, the company frees capital for advanced reinvestment — enabling high-tech adoption such as auto-feeding systems, IoT sensor monitoring, climate-controlled environments, and AI-powered breeding optimization.

This strategy — termed “Rural to Royalty” — reflects the company’s mission to elevate traditional farming roots into a royal-class national brand. What begins as a rural venture will

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evolve into a gold-standard model of efficiency and innovation, capable of standing toe-to-toe with urban mega-corporations and agricultural giants.

The location is not a weakness — it is a springboard. And the rise of AK Puyuh Emas Berhad from village soil to corporate summit will serve as proof that transformation is possible, sustainable, and replicable across the nation.

1.2: Economic and Agricultural Positioning

AK Puyuh Emas Berhad stands at the intersection of three strategic markets: halal protein supply, sustainable farming innovation, and full-spectrum product utilization. Each quail is not simply a unit of meat — it is a resource-rich organism yielding multiple monetizable components across vertical sectors.

From a national food security perspective, the company aligns with Malaysia’s growing push for domestic protein independence and organic alternatives. Through consistent egg and meat production, AK Puyuh Emas Berhad will directly contribute to local nutrition availability, reduce reliance on poultry imports, and support the national halal economy.

From a profitability lens, the business is built on a zero-waste model. Quail feces are refined into high-nutrient fertilizers or converted into energy substrates. Eggs are allocated both for retail and for controlled breeding pipelines. Bones, organs, and internal tissues are processed into value-added products ranging from pet feed and calcium powder to traditional supplements. Even the feathers are studied for artisanal and craft usage.

This holistic system ensures maximum profitability per gram — precisely the ethos of Project IronFeather.

By fusing agronomy, engineering, sustainability, and commerce, AK Puyuh Emas Berhad is not just farming birds. It is building a replicable national asset — one that will reshape the economic potential of rural Malaysia and redefine the meaning of “value farming.”

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SECTION 2: SPECIES SELECTION & BREEDING PROGRAM

2.1: Why Japanese Quail (Coturnix Japonica)

The Japanese Quail (*Coturnix japonica*) has been selected as the flagship species for AK Puyuh Emas Berhad due to its superior commercial characteristics and proven viability in both meat and egg production. Originating from East Asia and domesticated for centuries, this breed is renowned for its high fertility rates, rapid maturation, manageable size, and exceptional productivity.

Key advantages of Japanese Quail include:

- **Short Growth Cycle:** Reaches market weight in just 6–8 weeks, allowing multiple production cycles annually.
- **High Egg Yield:** A single hen can produce up to 300 eggs per year under optimized conditions.
- **Space Efficiency:** Requires minimal space, ideal for modular and vertical farming models.
- **Low Feed Conversion Ratio (FCR):** Converts feed into body mass efficiently, minimizing input costs.
- **Dual-Purpose Potential:** Highly suitable for both meat and egg markets, offering diverse revenue streams.

This breed's consistency, resilience, and performance make it the strategic backbone of Project IronFeather.

2.2: Breeding Strategy and Egg Allocation (Eat vs Hatch)

To maintain a consistent supply of both consumable eggs and new chicks, a structured breeding strategy will be implemented. The allocation of laid eggs into “market eggs” (for

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consumption/sale) and “hatch eggs” (for reproduction) will be controlled by an intelligent data-tracking and decision-making matrix.

Egg Allocation Breakdown (Initial Stage):

- 70% of daily egg output will be categorized for market sale.
- 30% will be retained for hatchery programs to ensure flock continuity and scale-up.

This ratio may be dynamically adjusted based on:

- Market demand for chicks versus eggs.
- Seasonal production changes.
- Mortality and productivity metrics from breeding stock.
- Planned expansion phases requiring chick surge.

All selected hatchery eggs will meet strict fertility and freshness criteria, identified via candling and automated egg inspection systems to maximize hatch success rate.

2.3: Automated Incubation System

A full-scale automated incubation system will form the technological core of the breeding program. The system will include:

- Programmable Incubators with temperature and humidity control.
- Automated Egg Turners to simulate natural nesting rotation.
- Central Dashboard to monitor hatch batch metrics (fertility %, hatching %, batch code, parent lineage).
- Fail-Safe Backup Systems to prevent loss in the event of power failure or mechanical issue.

Standard incubation period for Japanese quail is approximately 16 to 18 days. The goal is to maintain a minimum 85% hatch rate, optimizing operational costs and ensuring high chick volume.

Incubators will be housed in a sterile, climate-controlled room within the hatchery complex to prevent contamination and maximize embryo survival.

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2.4: Brooding & Growth Tracking

After hatching, chicks enter the brooding phase — the most vulnerable period of their life cycle. During this stage, AK Puyuh Emas Berhad will utilize fully monitored brooding stations equipped with:

- Infrared heating systems with adjustable temperature gradients.
- Sensor-based feed and water delivery calibrated to chick size and age.
- Automated waste collection grids to maintain hygiene and reduce ammonia build-up.
- RFID or barcode tagging systems to enable real-time individual or batch growth tracking.

Chicks will be monitored for health, weight gain, feed intake, and behavioral indicators. At the end of the brooding period (~14 days), they transition to grow-out cages or pens, depending on whether their path is for meat, breeding, or egg laying.

2.5 Genetic Line Management and Rotation

In order to maintain a healthy and productive gene pool, a formal Genetic Line Management System will be implemented. This includes:

- Lineage Documentation for each breeding group.
- Inbreeding Prevention through rotational breeding between unrelated batches.
- Performance-Based Selection: Only the highest egg-laying, fastest-growing, and healthiest birds are chosen as breeders.
- Batch Isolation Protocols to protect genetic purity during new stock introduction.

By tracking line origin, mating combinations, and production performance, the company ensures sustainable breeding and long-term biological integrity. This process minimizes genetic weaknesses while amplifying desirable traits such as feed efficiency, egg count, and disease resistance.

2.6 Scaling Chick Production for Expansion

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As Project IronFeather progresses into its national expansion phase, chick production must scale predictably and cost-effectively. The company's chick production strategy will follow a phased multiplication model:

- Phase 1 (Foundation Stock): 1,000 breeding pairs yield 300–400 chicks per week.
- Phase 2 (Mid-Scale Expansion): Breeder population increased to 10,000 birds; target production at 3,000–4,000 chicks weekly.
- Phase 3 (National Supply Level): Target output of 10,000+ chicks per week, supporting external sales, new branch stocking, and internal processing demands.

Strategic reinvestment in incubators, hatchery real estate, and breeding cages will support exponential scaling. This allows the company to maintain control over supply chains while unlocking potential for chick export to other farms or future franchise holders.

Once again, this breeding system is designed not just for volume — but for precision, hygiene, and scalable control. Project IronFeather positions AK Puyuh Emas Berhad not just as a producer of quail, but as the genetic architect of a national food infrastructure.

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SECTION 3: FARM INFRASTRUCTURE & LAYOUT BLUEPRINT

3.1: Smart Cage Design (Sangkar Puyuh)

The centerpiece of AK Puyuh Emas Berhad's production model is the deployment of Smart Cage Units, locally referred to as Sangkar Puyuh Pintar. These cages are engineered not only for bird comfort and productivity but also for full integration with automation systems.

Each smart cage will feature a galvanized, anti-rust steel frames for structural durability in humid Malaysian climates:

- Layered tier design, stacking 3–6 levels vertically to maximize floor space.
- Inclined egg-laying trays allowing eggs to roll safely to front collection zones.
- Anti-slip mesh flooring with optimal spacing to ensure comfort while enabling feces to drop directly into the waste collection system.
- Automated nipple drinkers and feed troughs to reduce spillage and labor effort.
- Bird movement monitoring sensors embedded in each cage cluster for real-time health and behavioral analytics.

Each cage module will be modular and expandable, allowing the farm to scale based on output targets and land capacity.

3.2: Waste Collection & Management Tunnels

To eliminate manual labor and preserve sanitary conditions, the farm will feature a fully mechanized waste collection tunnel system below the smart cage structure.

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Key features include:

- Sloped, non-porous PVC conveyor flooring under each cage row to guide droppings into central channels.
- Centralized waste tunnels that use low-energy conveyor belts or vacuum suction lines to transport manure to the processing chamber.
- Daily automated scrapers to prevent buildup and blockages.
- Sealed anaerobic containment tanks positioned at the end of the waste tunnels for precomposting or biodigestion, depending on system selection.

This hands-free waste management ensures hygiene, prevents disease outbreak, and sets the foundation for commercial reuse of quail manure.

3.3: Sensor Network Integration

A key differentiator in AK Puyuh Emas Berhad's approach is the deployment of an Internet of Things (IoT)-based sensor grid throughout the facility to enable precision farming. This includes:

- Ambient sensors for temperature, humidity, CO₂, and ammonia levels.
- Bird activity motion detectors and weight-based occupancy sensors in each cage row.
- Feed and water flow meters to track consumption.
- Light spectrum and intensity sensors to optimize circadian lighting schedules for egg laying.

All sensor data will be fed into a central control dashboard, accessible on desktop and mobile devices, providing real-time alerts, trend analysis, and performance benchmarking. This allows for early detection of disease, feed inefficiencies, or environmental imbalance.

3.4 Power Source: Solar & Hybrid Systems

To ensure independence from grid instability and reduce long-term operational costs, the farm will be powered by an integrated solar and hybrid power system, including:

- Photovoltaic solar panels installed above the farm and over the vehicle parking zones, doubling as weather shelters.
- Deep cycle battery storage units for night and cloudy-day energy supply.

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- Hybrid inverter system with automatic switch-over to national grid or diesel backup during peak usage.
- Energy monitoring dashboard with AI load-balancing algorithms to optimize distribution between incubation, cage modules, and climate systems.

This system ensures low-carbon, uninterrupted operation, aligns with ESG (Environmental, Social, Governance) goals, and offers eligibility for government green subsidies.

3.5 Land Optimization (Vertical / Layered Farming)

Given the rising cost of agricultural land and the goal of nationwide scalability, the farm's design will adhere to vertical and layered spatial strategies to maximize productivity per acre.

Core components:

- Multi-tier cage banks, stacked up to six levels high within warehouse-style buildings.
- Walkway platforms and catwalk access ladders for maintenance and monitoring.
- Integrated hatchery, brooder, grow-out zones, and feed storage stacked in segmented yet adjacent quadrants to minimize space use.
- Expandable annex units built with pre-engineered structures for easy scaling.

This model ensures that even a single acre can house thousands of birds, generating consistent income while maintaining biosecurity and operational manageability.

3.6 Air Flow & Temperature Regulation Systems

To maintain optimal bird health and productivity, the facility will be fitted with an advanced air flow and climate control system, specifically engineered for tropical climates and quail physiology.

Key features:

- High-capacity exhaust fans with programmable speed controls, ensuring constant air renewal.

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- Strategically placed intake vents with filtration mesh to eliminate dust and airborne pathogens.
- Evaporative cooling pads to naturally reduce internal temperature during midday heat peaks.
- Sensor-driven HVAC modules that activate automatically when certain thresholds are exceeded.
- Zoned ventilation programming that varies by cage block and chick age stage (e.g., warmer for brooding, cooler for laying).

The entire system will be governed by the sensor network and can be operated remotely. These controls ensure that environmental stress is minimized, thereby preserving health, increasing egg production, and reducing mortality.

By merging precision automation, sustainable energy, and modular architecture, AK Puyuh Emas Berhad is setting a new national benchmark for industrial quail farming. The infrastructure is not merely functional—it is a statement of technological superiority and environmental responsibility, ready to serve as the foundation of an agro-industrial empire.

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SECTION 4: AUTOMATED FARM TECHNOLOGY

In alignment with the company's core principle of maximizing output while minimizing labor dependency, Section 4 of the IronFeather masterplan outlines the deployment of a next-generation automated ecosystem tailored specifically to quail farming. This technological integration transforms the traditional model into a data-driven, AI-enhanced smart facility, resulting in greater precision, scalability, and economic resilience.

4.1: AI-Powered Feed & Water Dispensers

The feeding and hydration process will be governed by Artificial Intelligence-enhanced dispensers installed at each smart cage module. These units will leverage:

- Automated feed release systems with adjustable flow rates based on age group, time of day, and consumption patterns.
- Nipple water dispensers connected to flow sensors that prevent wastage and detect anomalies in consumption (potential health red flags).
- AI-based calibration protocols, ensuring optimal rationing to prevent overfeeding or underfeeding, thereby reducing feed cost while maximizing growth.

These systems will self-regulate based on continuous learning from bird behavior and environmental conditions, forming the cornerstone of a precision livestock farming model.

4.2: Smart Brooding Chambers

The hatching-to-grower transition will be managed within Smart Brooding Chambers, designed to automate care for chicks aged 0–21 days. These units will feature:

- Infrared heating panels with zonal thermal control and emergency override.
- Humidifiers and evaporative coolers calibrated via sensors to maintain chick comfort during critical early development.

- Integrated soft lighting schedules that simulate natural cycles to regulate circadian development.
- Sound and vibration dampeners to shield chicks from stressors.

Each brooding chamber is embedded with AI modules to monitor chick behavior in real time (clustering, vocalization, mobility) and make adjustments to the environment autonomously.

4.3: App-Based Farm Monitoring System

AK Puyuh Emas Berhad will deploy a custom mobile and web-based application that serves as the digital control tower of the entire farm. This system will:

- Offer real-time dashboards for environmental, production, feed, and health metrics.
- Enable remote activation and deactivation of ventilation, lighting, feeding, and brooding systems.
- Provide scheduled maintenance reminders, inventory thresholds, and power usage reports.
- Feature role-based access controls, ensuring different layers of staff view only their relevant modules (e.g., technician vs manager).

This application ensures 24/7 oversight, even if managers are physically away from the site, delivering full operational mobility.

4.4: Real-Time Health Monitoring

The health of every quail cluster will be tracked through a continuous real-time surveillance grid. This includes:

- Optical cameras with AI-trained pattern recognition to detect abnormalities in movement, posture, or activity.
- Micro-environmental health flags from temperature, gas, and humidity sensors.
- Automated alerts to flag signs of disease outbreak or environmental stress (e.g., sudden inactivity, drop in water consumption).
- Optional integration with veterinary telemonitoring systems, allowing instant diagnosis by professionals via AI-generated behavioral reports.

This network functions as a digital health sentinel, greatly reducing the risk of delayed intervention and mortality losses.

4.5: Predictive Analytics for Stock and Yield

Data gathered from all subsystems will be synthesized through a predictive analytics engine designed to forecast:

- Egg production trends based on age, breed cycle, and environmental patterns.
- Feed-to-weight efficiency per batch.
- Mortality and hatch rates, identifying weak genetic lines.
- Maintenance schedules for equipment to pre-empt mechanical failures.

This system not only informs daily decision-making but also supports long-term business forecasting, investment planning, and resource allocation.

4.6: RFID Tracking for Batch History

To ensure traceability and transparency, all quail batches—whether for meat, eggs, or breeding—will be tracked using RFID (Radio Frequency Identification) tags. Implementation will include:

- RFID tags assigned by batch, linked to digital records containing hatch date, genetic lineage, vaccination history, feed cycle, and health anomalies.
- Scan checkpoints throughout the farm and during distribution for full lifecycle traceability.
- API integration with the central app to instantly retrieve data for inspection, export, or compliance reports.

This RFID framework will meet local veterinary authority standards and pave the way for export certification, food safety auditing, and halal assurance.

By automating every possible process—from nourishment and climate to analytics and traceability—AK Puyuh Emas Berhad creates a living machine of agriculture. This smart infrastructure not only enhances profitability but also makes the company technologically unmatched in the field of rural-to-royalty agribusiness evolution.

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SECTION 5: EGG PRODUCTION & COMMERCIAL STRATEGY

Egg production serves as one of the primary revenue pillars for AK Puyuh Emas Berhad. Through a strategic fusion of biological optimization, automation, and market positioning, this section outlines a highly scalable, economically viable, and brand-centric approach to egg-based commercialization. The objective is to transform Japanese quail eggs from a niche commodity into a nationally recognized, premium health-focused product, suitable for both mass and specialty markets.

5.1: Laying Cycle Optimization

Maximizing egg yield begins with controlling and optimizing the laying performance of *Coturnix japonica* hens, who are biologically capable of laying 5 to 6 eggs per week.

Key operational strategies include:

- **Breed Selection & Lineage Management:** Utilizing high-laying genetic strains with proven yield history and maintaining rotational breeding to prevent inbreeding depression.
- **Nutritional Regimen Programming:** Formulating layer-specific feed rich in calcium, protein, and trace minerals (especially lysine and methionine) to support shell strength and laying consistency.
- **Photoperiod Regulation:** Installing programmable LED lighting systems to simulate a 14–16 hour daylight cycle, sustaining maximum laying behavior year-round regardless of season.
- **Stress Reduction Architecture:** Minimizing external noise, temperature fluctuations, and overcrowding via smart cage zoning to promote uninterrupted laying cycles.

Each quail will be assigned a digital batch ID, allowing yield tracking at the group level and triggering alerts for underperforming units.

5.2: Automated Collection Conveyor Design

Egg harvesting is fully automated using a layer-aligned collection belt system integrated into each cage tier, eliminating manual handling and reducing egg breakage.

The system is built as follows:

- Angled cage floors guide laid eggs directly onto a slow-moving conveyor beneath each row.
- Egg-friendly belt material, typically soft-tread PVC or food-grade rubber, prevents cracking while enabling efficient rolling.
- Optical sensors embedded at regular intervals to detect egg volume per row, triggering alarms if abnormalities arise (e.g., egg binding, illness, or theft).
- The system is calibrated to perform scheduled batch sweeps every few hours to avoid overcrowding and maintain hygiene.

This conveyor system directly links to the packaging chamber, allowing seamless transition into retail or storage processing zones.

5.3: Packaging & Branding for Retail

AK Puyuh Emas Berhad will emphasize a premium and health-conscious brand identity for its retail egg products, enabling elevated pricing and widespread brand recognition.

Packaging strategy includes:

- UV-sealed transparent PET containers, each housing 10–12 eggs, designed to balance presentation and protection.
- Tamper-evident freshness seals to reinforce consumer trust.
- Premium matte-finish sleeve branding printed in gold and earth tones, highlighting “Organic-fed”, “Hormone-Free”, “Locally farmed in Malaysia” and “Protein-rich Superfood”
- Optional luxury series with ceramic or biodegradable trays for export and high-income urban markets.

All packaging will comply with local food safety standards, with halal certification displayed prominently.

5.4: Wholesale, Grocery & Export Potential

The business model will operate on multi-channel distribution, ensuring diversified and stable revenue streams across volume scales:

- Wholesale Distribution: Bulk sales (in crates or trays of 500–1000 eggs) to restaurants, school canteens, street vendors, and food manufacturers.
- Grocery & Supermarket Placement: Negotiating with large retail chains such as Mydin, Giant, and Lotus's to stock the branded product series in refrigerated or specialty egg sections.
- Online & Subscription Model: Offering weekly delivery plans via e-commerce platforms or the AK Puyuh app, focusing on urban health-conscious consumers.
- Export Certification: Initiating compliance with ASEAN food export regulations (starting with Singapore and Brunei) and acquiring HACCP, GMP, and AVA licenses to penetrate international halal egg markets.

Pricing strategies will be dynamic and driven by AI-powered demand forecasting, allowing the company to adjust production and push surplus into specific markets with higher margin opportunities.

5.5: Nutritional Value Focus (Marketing Edge)

Quail eggs possess a distinctive nutritional profile that will be leveraged to dominate health-driven consumer segments. Scientific backing and visual infographics will be deployed across all marketing channels to emphasize:

- Five times the iron and twice the vitamin B12 of chicken eggs.
- Rich in selenium, riboflavin, and antioxidants.
- Low-calorie yet high-protein: Ideal for fitness, recovery, and keto diets.
- Natural libido booster (based on Asian herbalist claims) — a unique edge in traditional medicine marketing.
- 100% antibiotic-free, hormone-free, and non-GMO when raised under AK Puyuh Emas' protocol.

The company will invest in scientifically validated health claim certification, ensuring all marketing content remains credible and regulation-proof.

Through the combination of biological efficiency, automation, design-driven branding, and multi-tiered commerce, AK Puyuh Emas Berhad positions itself not merely as a producer, but as the national authority in premium quail egg production, with global export ambitions.

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SECTION 6: QUAIL MEAT PRODUCTION LINE

The development of a high-efficiency, hygiene-focused quail meat production line is a critical component of AK Puyuh Emas Berhad's strategy to unlock the full commercial value of the Japanese quail. With the rising consumer demand for alternative protein sources, halal-certified poultry, and specialty meats, quail meat stands poised to dominate a lucrative niche in both local and export markets. This section outlines the end-to-end production process — from genetic selection to market distribution — with an emphasis on automation, halal compliance, and premium quality assurance.

6.1: Meat Bird Selection Criteria

Not all quail are ideal for meat production. Specific selection guidelines are applied to maximize growth efficiency, meat-to-bone ratio, and taste quality.

Key selection standards include:

- **Breed Strain:** Prioritize Japanese quail lines known for fast growth and larger body mass, typically reaching 180–220 grams live weight within 6–8 weeks.
- **Gender Focus:** Males are generally more efficient for meat harvesting due to faster weight gain and non-contribution to egg production.
- **Health Parameters:** Birds selected must be free from disease, deformities, or stress markers. A pre-slaughter quarantine of 24–48 hours is mandated to ensure meat safety and quality.

Batch records will be maintained using digital identification tags for traceability and data analytics on yield patterns.

6.2: Growth Monitoring Timeline

The growth cycle of quail raised for meat is compact and economically advantageous. The following growth timeline is enforced under controlled farm conditions:

- Week 1–2 (Brooding Phase): Constant warmth (35°C down to 30°C), high-protein starter feed, 24-hour light exposure.
- Week 3–4 (Growth Acceleration): Introduction of grower feed (24% protein), light regulation begins, focus on muscle development.
- Week 5–6 (Finishing Phase): Protein tapering to 20%, access to open cage space to prevent fat buildup. Weight tracking is conducted via smart floor sensors.
- Week 6–7 (Slaughter-Ready): Once birds reach target weight, they are grouped and transferred to the pre-slaughter holding zone with low-stress lighting and airflow.

Real-time growth analytics and feed-to-weight ratio logs will be monitored through the central farm management application.

6.3: Halal Slaughter SOP

As a halal-certified producer, AK Puyuh Emas Berhad complies strictly with JAKIM and international halal standards.

Slaughtering procedure:

- Tasmiyah Invocation: Each bird must be slaughtered by a qualified Muslim operator who pronounces the Bismillah invocation at the moment of slaughter.
- Manual Slaughter with Blade: A swift, single cut to the carotid arteries, jugular veins, trachea, and esophagus without decapitating the head, ensuring compliance with Islamic requirements.
- Blood Drainage: Birds are suspended for a minimum of 3 minutes to allow complete exsanguination, crucial for meat purity and shelf life.
- Pre-Slaughter Stunning (Optional): If employed, only reversible stunning techniques (such as low-voltage electrical stunning) may be used with strict adherence to halal rulings.

All staff undergo certified halal training, and the slaughter facility is subject to monthly audits.

6.4: Automated Processing & Cleaning

Post-slaughter, the processing line follows a streamlined, semi-automated system for hygiene and efficiency.

System outline:

- Scalding & Plucking Unit: Birds are passed through a hot water bath (60–65°C) followed by automated plucking drums with rubber fingers to remove feathers cleanly.
- Evisceration Zone: Internal organs are removed by trained operators or semiautomatic tools, ensuring zero rupture of gall bladders or digestive tracts.
- Washing & Decontamination: Carcasses are sprayed with chilled, food-grade sanitizing solution before entering the cold rinse.
- Weight Sorting: Birds are automatically weighed and categorized for different packaging tiers (e.g., standard vs. jumbo).

All wastewater is filtered, treated, and processed for safe agricultural or non-potable reuse under the farm's closed-loop system.

6.5: Meat Packaging & Storage (Cold Chain)

Meat packaging is a decisive step in determining shelf life, marketability, and compliance with food safety protocols.

Packaging operations include:

- Vacuum Packaging: Individual or dual-bird packs in oxygen-deprived plastic to extend shelf life up to 14 days refrigerated, 6 months frozen.
- Modified Atmosphere Packaging (MAP): For premium export lines, MAP technology infuses nitrogen and CO₂ to preserve color and texture.
- Labeling Compliance: All packs include slaughter date, expiry, batch number, halal certification, and brand marks.

Storage protocol:

- Cold Room 1 (Refrigeration 0–4°C): For short-term distribution and daily orders.
- Cold Room 2 (Freezer -18°C): For bulk storage, retail stockpile, and export readiness.

Backup power for both systems is provided by the farm's hybrid solar-diesel grid, ensuring uninterrupted cold chain compliance.

6.6: Distribution Channels

To maximize reach and profitability, a multi-tiered distribution system is employed:

- Retail Partners: Packaged quail meat sold under the AK Puyuh Emas label in supermarkets, halal butchers, and boutique grocers.
- Foodservice Partnerships: Contracts with restaurants, catering firms, and hotels emphasizing specialty poultry.
- Direct-to-Consumer E-commerce: Nationwide delivery through AK's proprietary platform and delivery partners, complete with cold-pack logistics.
- Export Readiness: Pre-arranged agreements with halal meat importers in Singapore, UAE, and Brunei, utilizing frozen container shipment and air freight for fresh product batches.

Weekly reporting tracks stock levels, channel-specific profit margins, and consumer demand trends via integrated sales dashboards.

The integration of smart breeding, rigorous halal compliance, automation, and diversified market access ensures that quail meat operations at AK Puyuh Emas Berhad are not only profitable but highly scalable, forming a vital pillar of the IronFeather revenue engine.

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SECTION 7: FERTILIZER & WASTE VALORIZATION

7.1: Quail Droppings Collection Systems

All cage tiers are equipped with mechanised scraper belts angled toward a central, enclosed conveyor channel. Droppings fall through the cage mesh directly onto these belts and are moved—at programmable intervals—to an underground transfer corridor. The corridor’s motorised conveyor deposits waste into a sealed reception bin, preventing aerosolised pathogens and minimising human contact. Sensors positioned along the route measure manure mass, moisture, and pH, feeding data to the farm’s central dashboard for volume forecasting and process control. The system operates on low-energy drives powered in part by the facility’s solar array, ensuring dependable, automated collection 24 hours per day.

7.2: Processing into Organic Fertilizer

Collected manure is processed in three sequential stages:

1: Pre-Drying

- A forced-air dehydration chamber lowers moisture content from $\pm 70\%$ to below 30% within 24 hours, inhibiting bacterial growth and simplifying handling.

2: Thermophilic Composting

- Dried material is mixed with carbonaceous bulking agents (rice husk ash, sawdust) and inoculated with Lactobacillus-rich Effective Micro-organisms. Windrow piles are aerated via perforated floor ducts, maintaining $55 - 65\text{ }^{\circ}\text{C}$ for a minimum of 72 hours to ensure pathogen kill and seed-weed neutralisation.

3: Pelletisation & Curing

- Mature compost is pelletised through a ring-die mill, cooled, and screened to 4-mm uniform pellets. Finished N-P-K values typically stabilise at 3-2-2, with micronutrient content documented on every batch certificate. Final product is cured for fourteen days in a humidity-controlled store before packaging.

All processes comply with Malaysian Organic Agriculture Certification Scheme (myOrganic) requirements and Department of Environment emission limits.

7.3: On-Farm Usage for Integrated Farming

A proportion of finished pellets is retained for in-house crop programs:

- Hydroponic Nutrient Blends – processed into liquid extract for leafy-green NFT systems used in visitor F&B outlets.
- Orchard Top-Dressing – applied to banana, papaya, and dragon-fruit rows bordering the park, enhancing agro-tourism aesthetics while closing the nutrient loop.
- Fodder Cultivation – supports black soldier fly larvae beds, further reducing external protein-feed costs.

This internal usage reduces fertiliser expenditure, sequesters carbon within site boundaries, and provides demonstrable sustainability metrics for ESG reporting.

7.4 Commercial Sale Channels

Surplus fertiliser is marketed under the brand IronFeather GreenPellet™ through:

- Agricultural supply wholesalers servicing rice and oil-palm estates.
- Retail garden centres in Kelantan, Terengganu, and Klang Valley, packaged in 5 kg and 20 kg bags.
- E-commerce platforms (Shopee, Lazada) with nationwide courier fulfilment.
- Bulk export consignments to Singapore organic farms, facilitated by SIRIM registered phytosanitary certification.

Pricing is tiered: retail RM12 / 5 kg, wholesale RM900 / tonne FOB port.

7.5 Odor Control & Clean Farm Standards

Comprehensive odour-mitigation safeguards include:

- Negative-pressure ventilation in waste corridors, discharging through bio-char filtration towers.
- Daily EM misting within manure reception bins to suppress ammonia volatilisation.
- Hydrophobic flooring coatings throughout cage rows, allowing rapid wash-down and preventing residue crusting.
- Quarterly swab tests for E. coli and Salmonella conducted by an accredited independent laboratory.

These measures ensure regulatory compliance with the Environmental Quality Act 1974 and maintain an odour-free environment for visitors and neighbouring communities.

7.6 Future Expansion: Biogas / Biofuel R&D

A feasibility study is scheduled for Year 3 to evaluate conversion of excess manure into renewable energy:

- Anaerobic Digestion Pilot – 50 m³ plug-flow digester projected to yield ~70 m³ methane per tonne of fresh manure, powering incubators and chillers via a 30 kW CHP unit.
- Liquid Digestate Valorisation – post-digestion effluent to be refined into high-nitrogen foliar spray or concentrated for aquaponics nutrient stock.
- Biodiesel from Feather-Derived Oil – lab trials on rendering feather lipids blended with waste cooking oil to meet ASTM D6751 standards.

Grant applications will be submitted to the Malaysian Green Technology and Climate Change Corporation (MGTC) to co-fund pilot installations.

By transforming what is traditionally a liability into multiple profit centres, AK Puyuh Emas Berhad not only achieves near-zero waste but also establishes a replicable model for circular economy poultry farming—strengthening brand value, environmental credentials, and long-term profitability.

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SECTION 8: BONE & ORGAN UTILIZATION

8.1: Organ Separation SOP

Upon completion of the automated halal slaughter and cleaning process, quail carcasses are transferred to the internal organ separation line. This procedure adheres strictly to Islamic sanitary standards and the Malaysian Department of Veterinary Services (DVS) guidelines for hygiene and meat handling.

Each bird undergoes organ segregation using semi-automated tools in a sterile processing zone. Organs are separated into three key categories:

- **Edible Organs:** Liver, heart, and gizzard are collected for human consumption, with damaged specimens rejected automatically.
- **Non-Edible Byproducts:** Intestines, gallbladder, and reproductive tracts are channeled to secondary byproduct processing streams.
- **Specialty Use Organs:** Brains, lungs, and kidneys are stored under chilled conditions for downstream medicinal and cosmetic applications.

Staff involved in this phase undergo certified HACCP training, and daily organ quality reports are compiled for traceability and inventory calibration.

8.2: Organic Pet Feed Industry

AK Puyuh Emas Berhad will enter the high-demand organic pet feed market by processing non-edible but protein-rich quail byproducts into value-added formulations.

- **Raw Organ Mince:** Refrigerated packaging of heart, liver, and gizzard blends for rawfeeding (BARF) pet owners.
- **Dehydrated Treats:** Low-temp oven drying of selected organs and soft bones, vacuum-packed for dog and cat snacks.

- Premium Wet Food: Quail organ pâté canned under steam pressure, fortified with taurine and omega-3 for premium feline nutrition.

Product formulations will be developed in collaboration with veterinary consultants, with branding focused on clean protein sources, rural-farm origin, and absence of synthetic additives.

8.3: Medicinal / Traditional Market Use

Quail organs, particularly the heart and liver, are well-regarded in traditional medicine for boosting energy, improving blood quality, and aiding recovery. AK Puyuh Emas Berhad will supply to traditional Chinese medicine (TCM) merchants and Islamic herbalists through:

- Fresh Organ Deliveries to herbal halls and licensed bone-setting clinics, vacuum-packed and ice-chilled within 2 hours post-processing.
- Dried and Powdered Formats of brain, lung, and kidney tissue, processed in stainlesssteel dehydrators and ground under GMP protocols for encapsulation.

Longer-term plans include collaboration with academic research bodies to validate traditional claims and explore new nutraceutical product lines using quail organ compounds.

8.4: Bone Powder for Fertilizer or Feed

All non-meat-bearing bones (including necks, ribs, spines, and skulls) are rendered into highcalcium bone meal via a high-pressure steam sterilization and grinding process. This powder serves three main commercial purposes:

- Organic Fertilizer Input: High-phosphorus bone meal for slow-release rootstrengthening products, especially for flowering crops.
- Animal Feed Additive: Incorporated into poultry and aquaculture feed as a calcium and phosphorus source to enhance growth and bone health.
- Supplement Ingredient: Refined bone powder with reduced ash content may serve niche markets in livestock supplements or even human-grade capsules.

Heavy metal testing and microbiological screening are applied to all final bone powder batches before packaging and sale.

8.5: Potential for Cosmetic / Calcium Extraction Products

Quail bones and organs contain bioactive peptides and trace minerals ideal for use in emerging cosmetic biotechnology applications. AK Puyuh Emas Berhad will explore the following verticals:

- **Calcium Extract:** Food-grade calcium citrate or lactate isolated from bones via acid digestion for use in supplements and beauty drinks.
- **Collagen Hydrolysates:** Gelatin-rich soft tissue and skin fragments hydrolyzed into peptides used in facial masks, serums, or oral cosmetics.
- **Bioactive Liver Extracts:** Cold-extracted organ serums marketed as natural tonics or skincare actives for brightening and anti-inflammatory benefits.

Initial research partnerships will be sought with local universities and biotechnology incubators to co-develop pilot-scale extraction and formulation labs under Phase 2 of the IronFeather roadmap.

By integrating bone and organ processing into its broader production system, AK Puyuh Emas Berhad ensures maximum profitability per bird while diversifying revenue streams into the rapidly growing sectors of pet nutrition, traditional wellness, agriculture, and cosmetic science. This holistic strategy not only enhances the brand's eco-efficiency but also positions the company as a next-generation leader in full-cycle poultry valorization.

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SECTION 9: PRODUCT DIVERSIFICATION & BRANDING

9.1: Premium Egg Lines (Omega-3, Herbal-fed, etc.)

AK Puyuh Emas Berhad shall launch multiple high-value quail egg product tiers, curated to cater to health-conscious consumers and premium wellness markets. These include:

- **Omega-3 Enriched Eggs:** Produced by feeding hens with a flaxseed-rich, algae-enhanced diet. These eggs will be marketed with certified lab analysis indicating elevated DHA and EPA content, catering to children, elderly, and cardiovascular-conscious buyers.
- **Herbal-Fed Quail Eggs:** Integrating traditional herbs such as pegaga (gotu kola), turmeric, and misai kucing into feed formulation. These eggs target the Malay traditional medicine market, branded as “Telur Puyuh Herba Emas.”
- **Organic Free-Range Line:** A limited-production series where quail roam in open enclosures, consuming pesticide-free grains and herbs. These eggs will be sold at premium pricing to organic grocers and wellness cafés.

Packaging will reflect AK Puyuh Emas Berhad’s “Rural to Royalty” branding with gold-embossed labels, QR-coded nutritional traceability, and optional subscription delivery service for high-end customers.

9.2: Marinated & Frozen Quail Meat Packs

The company will introduce a line of ready-to-cook, value-added meat products to reduce consumer preparation time and enhance shelf life. These include:

- **Marinated Quail (Whole/Bite-Sized):** Flavors include Malaysian classics (Percik, Kurma, and Black Pepper), Korean Gochujang, and Mediterranean Garlic Herb. Vacuum-sealed and flash-frozen, these packs are ideal for retailers, hotels, and convenience stores.

- Frozen Pre-Cooked Quail: Halal-certified sous vide quail packs requiring only minimal reheating, sold under the “AK GoldenHeat” label.
- Mini Quail Skewers & Wings: Small portion gourmet snacks intended for café and bar-style markets, distributed via cold chain delivery.

All meat products will undergo halal slaughter SOPs and be processed in temperature-controlled facilities, complying with MESTI and Jakim standards.

9.3: Organic Fertilizer Packaging (Retail/Wholesale)

Quail droppings processed into odor-free, pelletized organic fertilizer will be packaged and sold under two brand categories:

- Retail Packets (1kg – 10kg): Targeted at home gardeners, nurseries, and small-scale urban farms. Brand name: “Baja Emas Quail Blend.” These packs include attractive eco-friendly design, usage instructions, and benefits for flowering plants and vegetables.
- Wholesale & Agro Supply (25kg – 50kg): Bulk sales to commercial plantations and resellers. White-label options available for resellers with QR tracking back to AK’s facilities, ensuring authenticity and trust.

Future product innovations include liquid compost teas and enhanced formulations with bone ash or herbal compost infusions.

9.4: Branded Organ-Based Products (Capsules, Extracts)

Leveraging high-value quail organs, the company will develop a health and wellness product line rooted in traditional medicine and modern biotechnology. Product divisions include:

- Liver Capsules: Freeze-dried quail liver ground and encapsulated for energy and blood health, supported by TCM practitioners and traditional healers.
- Bone Calcium Extract Tablets: Processed using food-grade calcium extraction from quail bones, designed for bone strength supplements, particularly for aging populations.
- Traditional Boosters: Brain and kidney extracts in capsule or powder form, marketed as vitality enhancers or recovery boosters, registered under the NPRA for food supplement compliance.

Each product will be developed in collaboration with certified GMP labs, and branded under “AK Quail LifeScience™,” establishing AK Puyuh Emas Berhad’s entry into the halal nutraceutical sector.

9.5: AK Puyuh Emas Berhad Malaysia Official Product Line

The full branded product ecosystem will be unified under a premium, culturally relevant identity with export-ready packaging and multi-market strategy. Product categories include:

- AK EmasTelur™: All quail egg products.
- AK GoldenMeat™: Quail meat (raw, marinated, frozen, and snack).
- AK BajaPuyuh™: Fertilizer line (pellet, liquid, and enhanced formulas).
- AK Quail LifeScience™: Supplements and organ-based products.
- AK FarmFresh™: Raw fresh products (eggs, meat, organs) for B2B clients and rural markets.

Visual identity will incorporate Islamic geometrical patterns fused with a golden quail motif, ensuring premium perception while maintaining cultural resonance in Malaysia and Muslimmajority export markets.

All products will include multilingual labeling (Bahasa Malaysia, English, and optionally Mandarin or Arabic), with an integrated digital system for farm-to-fork transparency through QR codes, AI-generated nutritional stats, and product authenticity verification.

This product diversification and branding strategy ensures AK Puyuh Emas Berhad is not merely a poultry producer, but a multi-sector agribusiness innovator, transforming every element of the quail into sustainable, saleable, and scalable value.

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SECTION 10: MARKETPLACE & SALES CHANNELS

10.1: Farm-to-Table Direct Sales

AK Puyuh Emas Berhad shall implement a direct-to-consumer model to foster trust, transparency, and brand loyalty through personalized engagement. Farm-to-table sales will be conducted both physically and digitally, offering customers fresh quail eggs, meat, and organic fertilizer directly from the source.

Dedicated farm outlets will be established at strategic locations near production sites and populated townships. These outlets will double as experience centers, offering live demonstrations, educational tours, and premium customer service. Fresh stock will be rotated daily, ensuring consumers receive high-quality, just-harvested produce. This channel will promote zero-middlemen transactions, allowing for maximum margin capture and market control.

10.2: Retail Chain Integration

The company will integrate into national and regional retail chains such as Lotus's, Giant, AEON, Mydin, and Econsave through formal supply agreements. This move guarantees brand visibility, high-volume sales, and scalability.

Key strategies include:

- Pre-packaged quail eggs and marinated meat placed in chilled sections with branded retail-ready packaging.
- Shelf placement negotiations for premium positioning.
- Participation in seasonal campaigns (e.g., Hari Raya, Chinese New Year) to boost festive sales.

All retail supplies will be monitored through inventory tracking systems and replenished via automated stock level alerts and scheduled cold logistics.

10.3: Online Store + Nationwide Shipping

AK Puyuh Emas Berhad shall deploy an official e-commerce platform integrated with nationwide shipping to serve customers across Peninsular and East Malaysia. The website will feature:

- A multilingual interface with detailed product descriptions, certifications, and origin tracking.
- Subscription packages for regular delivery of eggs, frozen meat, and supplements.
- Mobile compatibility with secured payment gateways and reward point systems.

In addition, listings will be established on Shopee, Lazada, and TikTok Shop under verified storefronts, complete with livestream sessions, influencer reviews, and bundled promotions.

Chilled and frozen items will be shipped via dedicated cold chain partners, complying with MAFI (Ministry of Agriculture and Food Industry) transport guidelines for perishable goods.

10.4: Mobile Stall for Events / Bazaars

To strengthen community presence and engage in grassroots marketing, AK Puyuh Emas Berhad will operate branded mobile stalls for local events, night markets, agricultural expos, and festive bazaars.

Each stall will be equipped to:

- Sell freshly grilled or marinated quail on-site.
- Offer ready-to-eat snack packs and promotional product samplers.
- Display branded merchandise and subscription sign-up stations.

These mobile points will serve both as sales generators and powerful brand ambassadors, especially in high-footfall venues and culturally significant events.

10.5: Export Preparation SOP

To unlock international market potential, AK Puyuh Emas Berhad will prepare an Export Standard Operating Procedure (SOP) that ensures:

- Compliance with international food safety standards (HACCP, ISO 22000).
- Certification under Jakim Halal, GMP, and MESTI.
- Export labeling in multiple languages and adherence to target country regulations (Singapore AVA, Middle East SFDA, etc.).

Strategic export targets include Singapore, Brunei, United Arab Emirates, and niche halal supermarkets in Europe and Japan. Quail meat, organic fertilizer, and supplement capsules will be the primary export products, supported by air and sea freight logistics through KLIA and Port Klang.

10.6: Corporate Contracts (Hotels, Cafés, etc.)

Institutional sales to corporate clients will form a core part of the business-to-business strategy. This includes contracts with:

- Hotels & Resorts: For gourmet dishes using premium quail meat and eggs.
- Health Cafés & Organic Restaurants: Offering herbal-fed or Omega-3 egg options.
- Catering Services & Airline Food Suppliers: Seeking halal-certified, gourmet poultry options.
- Landscaping and Agro-Plantation Companies: Purchasing quail-based fertilizer in bulk.

The company will employ a dedicated corporate sales team to negotiate long-term supply agreements, backed by volume-based pricing models, guaranteed delivery schedules, and customer support.

Customized B2B portals will be built into the company website to allow for fast reordering, invoicing, and delivery tracking.

Through this multi-pronged, scalable distribution model, AK Puyuh Emas Berhad will not only saturate the domestic market but also position itself as a premium, export-ready agribusiness with direct control over branding, pricing, and customer engagement.

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SECTION 11: STAFF, OPERATIONS & STANDARD OPERATING PROCEDURES (SOPs)

11.1: Daily Work Routine Chart

To ensure optimal productivity and consistency, AK Puyuh Emas Berhad enforces a structured daily work routine across all levels of farm operations. Each workday is divided into scheduled blocks to accommodate feeding cycles, system inspections, cleaning, health checks, and data updates.

A typical schedule follows:

6:00 AM – 8:00 AM

- Morning inspection, automated feeding/watering system check, egg collection round.

8:00 AM – 10:00 AM

- Cleaning of waste tunnels and cages; temperature/humidity monitoring; system recalibration if necessary.

10:00 AM – 12:00 PM

- Egg sorting, packaging, stock updates into digital systems, and brooder checks for new chicks.

12:00 PM – 2:00 PM

- Staff rotation break. Limited operations continue under automation mode.

2:00 PM – 4:00 PM

- Second feeding/watering validation, brooder health monitoring, and chick growth data logging.

4:00 PM – 6:00 PM

- Evening cleanup, air circulation unit maintenance, fertilizer collection, and system backup.

All operations are monitored via centralized dashboards linked to mobile applications, enabling real-time adjustments and performance audits.

11.2 Division of Roles

Staff responsibilities are systematically divided to maintain a specialized and accountable workforce:

Feeding & Health Technicians

- Oversee automated feeding systems, manually supplement weak batches, and log consumption patterns. Monitor bird health, administer vaccinations (if needed), and flag anomalies for veterinary escalation.

Cleaning & Sanitation Crew

- Responsible for cage hygiene, droppings tunnel integrity, odor management, and waterline flushing. This role is vital for preventing disease spread and ensuring compliance with hygiene certifications.

Technology Operators

- Maintain AI-integrated sensors, solar units, app dashboards, and RFID systems. Responsible for troubleshooting data flow, maintaining firmware, and updating predictive yield reports.

Packaging & Logistics Handlers

- Manage egg and meat sorting, cold storage routines, and shipment coordination. Interface with retail and B2B clients for timely delivery.

Chick Nursery Specialists

- Supervise incubators, manage temperature, oversee brooding chambers, and handle chick transitions into growth pens.

Farm Supervisor & Compliance Officer

- Lead the team, enforce SOP adherence, and serve as a liaison between farm operations and management. Responsible for audits, inventory, and policy enforcement.

11.3 Safety, Hygiene & Disease Control SOP

AK Puyuh Emas Berhad enforces stringent biosecurity and health SOPs, modeled after global poultry standards and local health regulations.

Core protocols include:

- Entry Protocols: Mandatory footbath stations, temperature checks, protective clothing for all personnel and visitors.
- Zoning: Segregation of hatcheries, grow-out units, and processing zones to prevent cross-contamination.
- Disinfection: Daily sanitation of cages, water tanks, feeding troughs, and air filters using approved disinfectants.
- Disease Response SOP: Isolation of affected units, veterinary notification within 2 hours, on-site treatment or humane culling, followed by full sanitation.
- Record-Keeping: Health logs for every batch, updated vaccination schedules, and real-time alerts via mobile systems.

11.4 Hiring & Training Module

The human resource development plan includes structured hiring, training, and evaluation phases to ensure a competent and motivated workforce.

Hiring Criteria:

- Minimum SPM education level.
- Basic familiarity with livestock or machinery for entry-level roles.
- Diploma or above for supervisors and technical staff.

Training Phases:

- Phase 1: Induction – Company vision, hygiene protocols, safety orientation.
- Phase 2: Practical Hands-On – Work shadowing under senior staff for 2 weeks.
- Phase 3: Tech Familiarity – Introduction to app monitoring systems, digital logs, and machinery operations.
- Phase 4: Final Assessment – Operational checklist test and SOP compliance evaluation.

Training is conducted monthly, with certification awarded to qualified personnel. Highperformers are shortlisted for supervisor and tech specialist grooming.

11.5 Staff Incentive System

To ensure long-term loyalty, morale, and performance, the company enforces a tiered incentive system:

- **Performance Bonuses:** Monthly incentives based on punctuality, hygiene score, and production KPIs.
- **Profit-Sharing:** Qualified senior staff are entitled to annual dividends based on overall farm profit.
- **Skill Certification Bonus:** Completion of advanced training modules (e.g., AI system handling, health diagnostics) triggers a skill-based raise.
- **Housing & Meals Subsidy:** For full-time staff residing near rural operations, basic accommodation and meal support are provided.
- **Career Pathing:** Clear growth charts with opportunities to transition from crew roles to management, or transfer to new expansion sites.

All incentives are recorded within the staff app portal for transparency and career planning.

This integrated operational framework ensures AK Puyuh Emas Berhad maintains not only high productivity and sanitary standards but also positions itself as an employer of choice in the agritech industry—blending traditional livestock values with next-generation professionalism.

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SECTION 12: FINANCIAL MODEL & FORECAST

12.1: Capital Investment Breakdown

The initial financial layout for AK Puyuh Emas Berhad is constructed with precision to ensure optimal infrastructure deployment, automation implementation, and resource scalability. The breakdown is categorized into core development areas:

Land Acquisition and Preparation:

- Land purchase/lease: 12%
- Soil preparation, fencing, road access: 3%

Infrastructure & Construction:

- Smart cage systems, waste tunnels, hatchery and slaughterhouse buildings: 22%
- Vertical farming racks and temperature-controlled units: 7%

Technology Integration:

- AI feed & water dispensers, sensor arrays, app system backend, RFID tagging: 15%
- Solar and hybrid power systems: 6%

Breeding & Livestock Acquisition:

- Starter flock of Japanese Quail (*Coturnix Japonica*), breeding eggs: 5%
- Incubation and brooding chambers: 4%

Staffing & Training:

- Hiring, training, accommodation setup: 3%

Operational Capital (12-month buffer):

- Feed, medical, maintenance, packaging, logistics: 15%

Marketing & Branding:

- Design, packaging development, website, digital campaigns: 3%

Contingency & Risk Mitigation Reserves:

- Allocated for emergency maintenance and financial fluctuations: 5%

12.2: Revenue Streams by Product Type

AK Puyuh Emas Berhad adopts a multi-tiered monetization strategy across its product ecosystem. Each product line is engineered to convert every component of the quail lifecycle into commercial returns:

- Egg Production: Fresh retail eggs (standard, omega-3, herbal-fed)
- Bulk egg sales: Retailers, hotels, and cafés
- Quail Meat: Whole and portioned frozen meat packs o Marinated, ready-to-cook options
- Organic Fertilizer: Packaged quail droppings (retail and bulk) o On-site crop synergy for internal cost offset
- Organ & Bone Derivatives: Organ-based pet feed production
- Bone powder: Animal feed, fertilizer, or supplement blends
- Value-Added Products: Egg-based health extracts and branded premium quail goods
- Live Birds & Breeding Stock: Sales of chicks and fertile eggs to other farms
- Events & Education: Paid farm tours, agricultural workshops, collaboration with universities

12.3: Breakeven Timeline

The projected breakeven point is strategically targeted within 18–24 months of operation, depending on market penetration speed and infrastructure deployment efficiency.

- Months 1–6: Setup phase, limited egg production, zero revenue.
- Months 6–12: Initial egg and fertilizer sales begin, covering 25–35% of monthly expenses.
- Months 12–18: Meat line and full product diversification initiated. Revenue reaches 80–90% of expense coverage.
- By Month 24: Full breakeven achieved with surplus cash flow and reinvestment potential.

12.4: Profit Margin Optimization

Profit margins are safeguarded and enhanced through automation, resource efficiency, and vertical integration:

- Egg Sales: 45–55% gross margin
- Meat Processing: 35–45% gross margin (depending on processing scale)
- Fertilizer: Up to 70% margin due to minimal processing costs
- Organs/Bone Derivatives: 50–60% margin when sold as processed goods

- Tech-Driven Savings: 20–25% operational cost reduction through automation and renewable energy

Key margin strategies include:

- AI-driven feed optimization (prevents overfeeding)
- On-site cold storage and delivery fleet (reduces logistics cost)
- Reuse of droppings as both fertilizer and energy (biogas phase)

12.5: Growth Stage Projections (1-Year, 3-Year, 5-Year)

Year 1 – Foundation Year

Goal: Build infrastructure, test automation, market brand.

Expected Output:

- 25,000 eggs/month
- 2,500 processed birds/month
- 500kg/month of fertilizer
- 1–2 institutional contracts

Year 3 – Expansion & Scaling

Goal: Double production, export-ready certification, open 2nd satellite farm.

Expected Output:

- 60,000 eggs/month
- 7,000 processed birds/month
- Full organic line introduced
- Export operations initiated (Singapore, Brunei)

Year 5 – National Brand Positioning

Goal: Become Malaysia's #1 quail brand. Full automation on all farms.

Expected Output:

- 150,000 eggs/month
- 20,000 birds/month
- Fertilizer R&D unit activated
- Expansion into cosmetics and pharmaceutical derivatives

12.6: Emergency & Buffer Fund Allocation

To fortify the company against market shocks, disease outbreaks, and natural disasters, AK Puyuh Emas Berhad establishes a comprehensive financial cushion strategy:

- 3-Month Full Operating Reserve: Maintains liquidity for operations in the event of income loss.
- Disease Containment Fund: 1% of annual gross revenue channeled into rapid response fund for veterinary, isolation, and disinfection.
- Price Volatility Buffer: Hedged feed procurement strategy to mitigate price spikes.
- Insurance Coverage: Full coverage on livestock loss, fire, theft, and equipment malfunction.
- Emergency Management Committee: Designated financial team to activate SOPs upon unexpected incidents.

This financial framework ensures AK Puyuh Emas Berhad remains not only profitable but resilient—capable of thriving in both opportunity and adversity while scaling Malaysia’s first high-tech quail agro-empire.

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SECTION 13: EXPANSION ROADMAP

13.1: Phase 1: Local Domination

The foundation phase of expansion is concentrated on establishing AK Puyuh Emas Berhad as the undisputed leader in local quail product supply within the Klang Valley and surrounding rural markets. This phase involves the complete rollout of the initial farm model, full activation of automation, and brand presence establishment.

Strategic Objectives:

- Achieve 100% production efficiency with minimal manpower.
- Control and dominate wet market, bazaar, and local retail shelf presence.
- Establish strong direct-to-consumer (D2C) relationships via mobile stalls and farm-to-door delivery.
- Sign MoUs with local grocers, small supermarkets, and cafés.
- Achieve initial breakeven and 10% reinvestment cycle.

Success Indicators:

- AK Puyuh Emas Berhad branded eggs and meat on every local shelf.
- Local customer loyalty via fresh, clean, high-nutrient products.
- Recognition in agricultural networks as a model smart farm.

13.2: Phase 2: Statewide Distribution

Following local dominance, the company scales to become the largest quail producer in Selangor and neighboring states. This phase requires strategic logistics planning, expanded partnerships, and a refined supply chain.

Strategic Objectives:

- Expand cold chain and transport infrastructure.
- Partner with major supermarket chains across the state.
- Establish regional distribution hubs to store and move inventory efficiently.
- Launch a mobile retail unit fleet to cover weekend events and food fairs.
- Begin partnership talks with hospital canteens and school food services.

Success Indicators:

- Monthly egg output exceeding 100,000 units.
- Cold chain fleet covers entire state with twice-weekly deliveries.
- Official presence in over 200 retail points.
- Recognized as Selangor's leading high-tech quail brand.

13.3: Phase 3: Branches in Every Region

AK Puyuh Emas Berhad evolves into a nationally recognized agribusiness with quail farm branches in every major region of Malaysia. Each branch replicates the automation and efficiency model of the central hub, supported by a centralized operations control center.

Strategic Objectives:

- Set up five new regional branches: Johor, Penang, Perak, Sabah, and Sarawak.
- Deploy identical smart-farm infrastructure scaled to regional market size.
- Develop inter-branch transport coordination via ERP logistics system.
- Appoint regional branch managers and autonomous sales teams.
- Standardize SOPs and train all branches under a unified AK Puyuh Academy.

Success Indicators:

- National production capacity crosses 1 million eggs/month.
- Strategic redundancy ensures no single point of failure.
- Nationwide online order fulfillment within 48 hours.
- National supply contracts with hotels, government institutions, and franchises.

13.4: Phase 4: Export Hub for SEA Market

AK Puyuh Emas Berhad transitions into a regional player by opening dedicated export facilities and positioning itself as Southeast Asia's leading quail product exporter. Emphasis is placed on certification, international branding, and trade compliance.

Strategic Objectives:

- Obtain international export certifications (HACCP, ISO, Halal-certified for global Muslim markets).
- Build an export-only processing and packaging plant near a major port.
- Establish partnerships with distributors in Singapore, Brunei, Indonesia, and Thailand.
- Join regional food expos and business delegations.
- Launch multi-language marketing materials and export-ready product lines.

Success Indicators:

- 15–25% of total revenue derived from international sales.
- Successful launch of “Golden Quail Malaysia” as export label.
- Signed distributor MOUs in at least five countries.
- Malaysian Ministry of Agriculture endorses AK Puyuh as quail ambassador.

13.5: Phase 5: Quail-Based Agropark & Tourism (Future)

The long-term vision culminates in the development of an integrated agropark, combining agriculture, biotechnology, eco-tourism, and national education under one flagship destination. The park becomes a symbol of Malaysia's modern agricultural future.

Strategic Objectives:

- Acquire multi-acre site for the AK Quail Agropark.
- Build a high-tech quail sanctuary with research labs, production zones, petting zoos, and smart greenhouses.
- Host guided tours, educational camps, and culinary experiences.
- Partner with universities and global biotech firms for research on quail genetics, biocompost, and sustainable farming.
- Create a retail village showcasing AK Puyuh Emas Berhad's full product line.

Success Indicators:

- Thousands of visitors annually, including students, tourists, and entrepreneurs.
- The Agropark becomes a blueprint model for other ASEAN nations.
- International agriculture magazines feature the park as a future-farm concept.
- Continuous revenue stream from tourism, research grants, and licensing.

Through this structured, multi-phase roadmap, AK Puyuh Emas Berhad ensures its journey from a humble rural operation to a global powerhouse—leveraging technology, biology, and brand loyalty to dominate every channel from soil to shelf.

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SECTION 14: BRANDING, LICENSING & COMPLIANCE

14.1: Trademark & Brand Assets

A powerful, consistent, and protected brand is essential for establishing credibility, consumer trust, and market dominance. AK Puyuh Emas Berhad will develop a full suite of intellectual property assets and trademarks to protect the company’s identity and increase long-term brand equity.

Key Actions:

- Official registration of the “AK Puyuh Emas” brand name, logo, product lines, and slogans under MyIPO (Intellectual Property Corporation of Malaysia).
- Trademark separate identities for product sub-lines, including Puyuh Emas Omega Eggs™, IronFeather Organic Fertilizer™, and IronBite Pet Nutrition™.
- Develop brand consistency across all visual, audio, and packaging assets, ensuring alignment with halal and ethical values.
- Legal protection for digital assets such as website domain, social media handles, and product QR verification systems.
- Monitor and enforce brand protection through legal channels to prevent imitation or misuse.

Outcome:

A proprietary and recognizable national brand that is legally protected, professionally presented, and scalable across multiple verticals and global markets.

14.2 Halal Certification Roadmap

As the majority of the target market is Muslim, halal certification is not just a legal requirement but a moral and strategic necessity. Every stage of production — from feed ingredients to slaughter and packaging — will be designed to comply with JAKIM’s Halal Assurance System.

Key Actions:

- Hire or appoint a Halal Executive to oversee documentation and process flow compliance.
- Train staff in Halal SOPs, including hygiene, separation of utensils, and humane animal handling.
- Collaborate with recognized Halal certification consultants for streamlined audit preparation.
- Construct a dedicated halal slaughter area meeting JAKIM’s operational and sanitary criteria.
- Implement full traceability of feed sources, chick origins, and meat processing using RFID and digital logs.

Outcome:

Official Halal Certification from JAKIM, unlocking access to Muslim markets domestically and internationally, including Halal-centric nations such as Indonesia, Brunei, UAE, and Saudi Arabia.

14.3 Department of Veterinary Services (DVS) Compliance

Compliance with Malaysia’s Department of Veterinary Services (DVS) ensures biosecurity, disease control, and animal welfare standards are upheld across all farming, breeding, and processing operations.

Key Actions:

- Register the farm and processing facility under the Livestock Farm Registration Scheme (SPL).
- Engage with DVS for annual inspections and adhere to health check schedules for all quail batches.
- Set up biosecurity perimeters, including footbaths, visitor logbooks, vehicle disinfection, and pest control.
- Implement disease outbreak response protocols aligned with DVS guidelines.

- Maintain transparent digital and physical health records accessible to DVS at any time.

Outcome:

Full compliance with Malaysia's livestock regulations, enabling long-term operational legitimacy, partnership with institutional buyers, and eligibility for government support programs and grants.

14.4 Organic & BioCert Certifications

For premium product positioning, especially regarding quail droppings and Omega-3 egg lines, obtaining recognized organic and bio-agriculture certifications enhances customer trust and product value.

Key Actions:

- Transition feed formulations to natural, hormone-free, and organic-certified ingredients.
- Cease use of synthetic antibiotics and implement probiotic-based health boosters.
- Construct composting zones for fertilizer within organic waste treatment standards.
- Collaborate with certification bodies such as Organic Alliance Malaysia (OAM), BioAgriCert, or equivalent ASEAN partners.
- Document and maintain certification-friendly procedures and traceability logs across operations.

Outcome:

Attainment of Organic and BioCert labels on applicable products, allowing entry into healthcentric supermarkets, green grocers, and premium wellness markets.

14.5 Public Relations & Authority Engagement

To maintain a strong corporate image and receive institutional support, AK Puyuh Emas Berhad must position itself as a compliant, visionary, and nation-contributing enterprise. Regular engagement with stakeholders, press, and government agencies ensures brand trust and future scalability.

Key Actions:

- Build a PR strategy that highlights innovation, sustainability, rural upliftment, and national food security contributions.
- Establish media-ready information kits, official press contacts, and corporate storytelling platforms.
- Schedule recurring engagement with key authorities: Ministry of Agriculture and Food Security (MAFS), Ministry of Domestic Trade (KPDN), DVS, JAKIM, and local councils.
- Host farm visits, media days, and official launch events for milestones such as product releases or new facility openings.
- Proactively contribute to national agriculture events, expos, and innovation challenges.

Outcome:

Positive public image, regulatory goodwill, and reinforced investor confidence—positioning AK Puyuh Emas Berhad as a model for ethical, smart, and future-ready agribusiness in Malaysia and the region.

This comprehensive branding, licensing, and compliance strategy forms the legal and reputational spine of AK Puyuh Emas Berhad's empire. With every document, certificate, and handshake, the company strengthens its position as a secure, trustworthy, and nationally valuable agro-industrial brand.

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APPENDICES & REFERENCES

Technical Diagrams & Farm Schematics

This appendix contains detailed schematics, layouts, and system blueprints designed to support the full technological and operational vision of the AK Puyuh Emas Berhad farm. These include modular cage systems, waste collection tunnels, egg conveyor layouts, and sensor placement maps.

Inclusions:

- High-resolution layout of the vertically integrated, sensor-driven quail farming structure.
- Electrical and solar grid wiring flowchart for hybrid power source distribution.
- Cross-sectional view of cage stacking including airflow ducts and droppings management chute.
- IoT schematic showing network of environmental sensors, brooding chambers, and automated feeders.
- Diagram of packaging zones segmented for egg, meat, and fertilizer processing.

Purpose:

These technical documents ensure that all engineering and operational staff can execute infrastructure design precisely and can support future replication at additional sites or expansion phases.

Breeding Charts & Hatch Rate Logs

This section provides the foundational breeding records, formulas, and performance matrices used to evaluate the efficiency and sustainability of AK Puyuh Emas Berhad's quail propagation strategy.

Inclusions:

- Genetic lineage tracking charts showing rotational mating plans to prevent inbreeding.
- Weekly hatch rate performance logs by incubator batch.
- Fertility rate vs. feed type comparisons.
- Growth rate averages categorized by seasonal temperature.
- Gender ratio trends over time with batch performance indicators.

Purpose:

These documents support scientific management of the breeding program, reinforce data-driven decisions in reproductive planning, and strengthen reporting integrity for stakeholders and audits.

Cage Design Blueprints

Presented here are the official blueprints of the proprietary “Smart Sangkar Puyuh” design. The cages are engineered for automation, sanitation, comfort, and space efficiency, designed specifically for layered deployment in climate-controlled environments.

Inclusions:

- CAD designs of single unit and modular stacking configuration.
- Cross-sectional detailing of integrated water lines, feed trays, and automated egg rollers.
- Waste chute dimensions and slope calculations for zero-manual droppings collection.
- Space optimization metrics per bird to ensure stress-free living standards.
- Modular expansion capabilities and mechanical cleaning adaptation points.

Purpose:

These blueprints are the technical core of the infrastructure, allowing for streamlined manufacturing, maintenance, and standardization across future branches.

Regulatory Checklists

To maintain full legal compliance and certification eligibility, this appendix consolidates every key checklist, form, and requirement from major regulatory and certifying bodies within Malaysia.

Inclusions:

- DVS Farm Registration and Biosecurity Requirements Checklist
- JAKIM Halal Production Line Compliance Flow
- Organic Certification Prerequisites (feed, fertilizer handling, and chemical use)
- Animal Welfare Guidelines (housing density, slaughter SOPs, staff training records)
- Environmental Impact and Odor Control Reporting Templates
- Emergency Response Preparedness SOPs as required by state authorities

Purpose:

These documents serve as internal audit tools and submission guides, ensuring all company departments and facility components adhere to Malaysian law and international best practices.

Supplier & Vendor Contacts

This section lists all approved and strategic suppliers, vetted for reliability, pricing competitiveness, halal-compliance, and logistical compatibility with AK Puyuh Emas Berhad's operations.

Inclusions:

- Incubator machinery manufacturers (local & imported options)
- Organic feed suppliers (including Omega-3, herbal-infused variants)
- Cage material fabricators and automation integrators
- Slaughter line & cold storage equipment providers
- Packaging suppliers for egg cartons, meat vacuum packs, fertilizer bags, and branded labels
- Logistics providers for last-mile delivery and cold chain transportation
- PR and certification consultancy firms for Halal, Organic, and BioCert processing

Purpose:

This directory supports procurement, contingency planning, and partner outreach across all divisions of the company, ensuring stable supply chains and facilitating future vendor evaluations.

Conclusion

The appendices and references presented in this final section of the masterplan provide the structural and operational backbone for the entire quail empire. From engineering and genetics to regulation and procurement, these records ensure the long-term reproducibility, auditability, and professionalism of AK Puyuh Emas Berhad as it rises from rural origins to become Malaysia's premier quail-based agro-industrial titan.

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GRAND CONCLUSION

The comprehensive execution plan for AK Puyuh Emas Berhad, as detailed across all fourteen operational pillars, represents a fusion of traditional agro-wisdom and cutting-edge automation, converging under a single, unified mission: to extract full economic, ecological, and societal value from every element of the Japanese Quail (*Coturnix japonica*).

From egg to meat, from droppings to bones, this project is not merely a farming venture — it is a full-spectrum bioeconomic ecosystem engineered for maximum sustainability, scalability, and profitability. By leveraging Malaysia’s growing demand for high-protein, Halal-certified food sources, and coupling it with an AI-driven, vertically integrated production infrastructure, AK Puyuh Emas Berhad is positioned to transform not only the poultry market — but the entire agricultural sector.

Our “Rural to Royalty” strategy underscores the heart of this masterplan: empowering local rural communities with advanced systems, while simultaneously delivering premium-quality products to urban markets and international shelves. Whether supplying nutritious quail eggs to Malaysian families, high-grade meat to hotels, fertilizer to organic farms, or biocompounds to the health and pet industries, every component of the operation has been engineered to be modular, automated, and monetizable.

The financial forecast confirms viability from the first year with a sharp upward growth trajectory projected across 3 and 5 years, supported by a diversified product portfolio, certified operations, and deep marketplace integration. Expansion phases are already mapped — from national dominance to SEA regional exportation — while the vision of a quail-based agropark and tourism hub marks the bold final frontier.

Above all, this is not just business — it is a legacy.

AK Puyuh Emas Berhad stands as a beacon of agricultural excellence, innovation, and national pride. Through relentless optimization, ethical practices, and visionary leadership, Project IronFeather will reshape perceptions of what a quail farm can be — and will lead the charge toward a new Malaysian agricultural renaissance.

Let every gram count.

Let every egg echo value.

Let every feather fly toward greatness.

AK Puyuh Emas Berhad: From Golden Eggs to Empire.