



## **TITLE OF RESEARCH ARTICLE**

**K&N's**

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## **KEYWORDS**

**POULTRY FARMS, BEST ECONOMICAL PRODUCT, ISLAMIC ZABEEHA PRODUCT, READY TO COOK PRODUCT, TIME SAVING PRODUCT FOR WORKERS.**

## **ABSTRACT**

January 1964, a young man, Khalil Sattar, still a college student, had the vision to foresee a need to establish a poultry farm. His interest led him to start a small broiler farm of 1,000 chicks. Little had he known this flock was to become the foundation stone of K&N's.



This was the simple, inspired and nationalistic beginning of K&N's with a single-minded objective of providing better nutrition for Health and Happiness of the Nation. **K&N's** maintains layer and broiler parent stock populations in different regions of Pakistan. Layer parent stock farms are located in the south and broiler parents are bred in the colder mountainous northern region. Both types of parents are housed at isolated breeder farms.

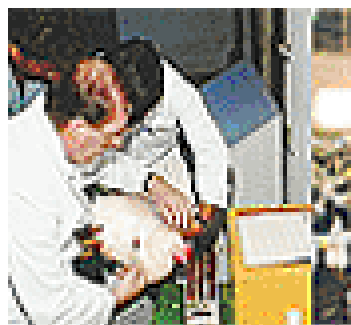


**K&N's** is also engaged in broiler growing at company owned farms to produce broilers for our poultry processing plant. Under the watchful eye of our own poultry nutrition, health and housing specialists, they grow-up in large, clean and airy houses equipped with state-of-the-art heating, cooling equipment.



### **POULTRY PROCESSING:**

At our state-of-the-art poultry processing plant, only healthy chickens are used to produce high quality, safe and healthy chicken products. Chickens are Halal slaughtered by hand (Islamic Zabeeha) strictly according to The Shariah. After Halal slaughter, chickens are processed in the most hygienic and automated manner. During processing, the birds are washed inside out and our veterinarians constantly examine the birds to confirm they are wholesome.



Some chickens are prepared to ship whole; others are packed as bone-in cuts or boneless products. Products for quality and food-safety conscious institutions - such as hotels, restaurants, airlines, clubs and international restaurant chains - are cut according to their specific requirements and packed in bulk packaging.

Products for retail are packed in K&N's branded packaging and individually weighed, adding another step to K&N's quality control.

## **READY TO COOK & FULLY COOKED PRODUCTS OF K&N's:**

Some chickens are used for preparing our ready-to-cook and fully cooked chicken products using state-of-the-art meat preparation and production equipment.

- Nuggets
- Burger patties
- Chicken tempura
- Croquettes
- Kofta
- Fun nuggets
- Hot tenders
- Chapli kabab
- Shami kabab
- Tender pops
- Haray bhary nuggets



**There are lots of stores in Pakistan of K&N's like in Karachi, Islamabad, jaranwala, Quetta etc.**

## **CONCLUSION:**

In short, in that modern and faster world people do not have enough time to cook who are working in different companies, organizations etc. k&N's is the best economical product and most cheaper in price rather than the price of home products. It saved time of the people because it has ready to cook products. It has stronger brand positioning and brand extensions with powerful image of the company.

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