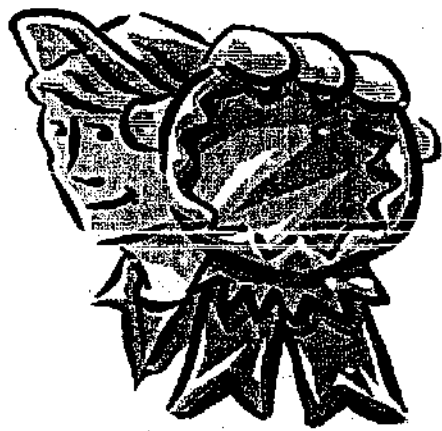


FORTUNE FISHING CENTER



‘ Do the Best to
Gain The Most ‘

NO.32 Persiaran Iskandar iv,
Bandar Baru Seri Iskandar

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DIPLOMA IN MEDIA & COMMUNICATION
(MC110)
MARA UNIVERSITY OF TECHNOLOGY
SHAH ALAM

BUSSINESS PLANNING
FORTUNE FISHING CENTER

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INTRODUCTION

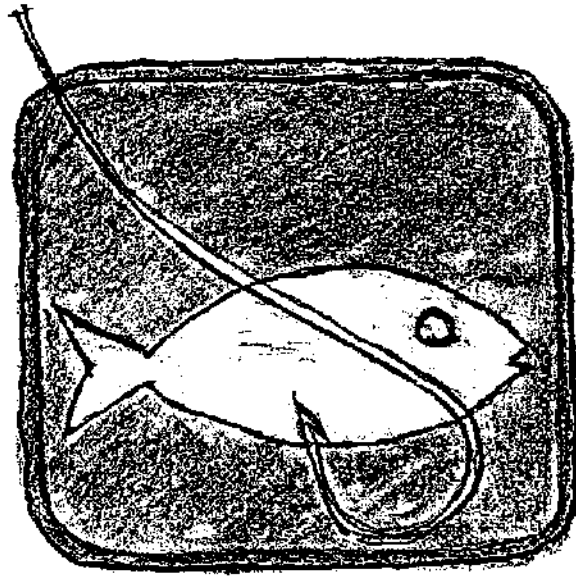
Praise to Allah for giving us the strength and the patience to complete this business plan. Without strength, effort and patient this business will be useful for all of us. It also teach us to co-operate among us. First of all, I would like to express my gratitude and appreciation to our lecturer Puan Rahimah for her valuable suggestions guidance and constant encouragement.

I am also grateful and indebted to my beloved members group for their support and teamwork to completed this business plan. Without their teamwork this project could not be done. This business plan gave us knowledge about entrepreneurship. We also hope this will be our first step in business world.

Last but not least my special thanks to my family and friends for their encouragement and support throughout the preparation of this business plan.

While much of the credit for the strength of this project paper is theirs, we are responsible for the weakness that remain.

FORTUNE FISHING CENTER LOGO



'Do The Best To Gain The Most'

We are providing and giving good services that satisfy our customers need and wants. Besides being so concern on quality our company also do forecasting all aspect influence in making profit.

Meaning of Logo and Colors

Our logo loads an object of fish and hook. These two objects bring out of a meaning as stated below :

Fish

- This symbol bring a meaning of our creativity in running the business. If we look at the way fish swim; it has a unique movement. This represents the creativeness of our officer, staffs

FORTUNE FISHING CENTER

Each alphabet and words according our business name brings out a meaning of going toward achieving successfulness through giving a good healthy services to all people at all stage

F - friendly

O - optimistic

R - reliable

T - teamwork

U - unique

N - nature

E - economically

FRIENDLY - to our customers, suppliers and workers. This will bring a good name to our business, so they will satisfy with our business.

OPTIMISTIC - In running our business. Always thinking positive towards achieving goal for our company.

RELIABLE - in doing our services to satisfy and fulfill customers, suppliers and workers needs and wants. People can count on us.

TEAMWORK - Teamwork is very important for us. Co-operation is very concern and important as we as the partner of the business.

UNIQUE - Is describing how our business service being handle, so customer, suppliers, and workers will satisfy Besides we can promote our business.

NATURE - and aquatic system are our inspiration.

ECONOMICALLY - to all stages of customers who are using our services.