# MARA UNIVERSITY of TECHNOLOGY SHAH ALAM

## DIPLOMA IN LEISURE MANAGEMENT SU12

FUNDAMENTAL of ENTREPRENEURSHIP (ETR 300)

PROJECT TITLE: TOK BALI TIGER PRAWN SDN.BHD.

### **PREPARED FOR:**

PROF.MADYA DR. MOHAMED DAHALAN BIN IBRAHIM

#### **PREPARED BY :**

AHMAD NASHAD BIN ZAKARIA	97311259
SANUSI BIN AWANG	97312884
AIZAM JULIANA BINTI MOHD @ ALIAS	97311280
WAN YUSNIDA BINTI WAN ZAWAWI	97313100
HASLIZA BINTI MOHD ZIN	97311632
ROS NORIZA BINTI RASDIN	97312772

**10 OCTOBER 2000** 

### CONTENTS

ACKNOWLEDGEMENTS	01 - 04
INTRODUCTION	05
BUSINESS PLANNING	06 - 13
THE PARTNERSHIP CONTRACT AGREEMENT	14 - 20
LOCATION	21 - 24
ORGANISATION GOAL	25 - 26
DISCRIPTION OF TASK	27 - 33
MARKET TARGET	34 - 39
COMPETITIOR ANALYSIS	40 - 41
MARKETING STRATEGY	42 - 43
OPERATION MAINTANANCE	44 - 魳
FINANCIAL PLANNING	56

APPENDIXS

4

#### ACKNOWLEDGEMENTS

We wish to express our gratitude to our lecturer, Prof. Madya Dr. Dahlan for the guidelines, supports and encouragement given in handling this paper work ETR 300. We also want to take this opportunity to acknowledge our appreciation to those people who were involved in this paper work before the dateline was due. All the time and supports contribution will be appreciated:

- 1. Prof. Madya Dr. Dahlan bin Ibrahim Pensyarah Asas Keusahawan (ETR 300)
- En. Sufian b. Ariffin
  Pegawai Lembaga Kemajuan Ikan Malaysia (LKIM)
  Tanjung Demong, Besut,
  Terengganu.
- Puan Azizah bt. Razak
  Pegawai Jabatan Perikanan,
  Wisma Persekutuan, Kota Bharu.
- En. Richard Ong Penternak udang harimau Semerak, Pasir Puteh.

1

Diploma Sains Sukan dan Rekreasi Bahagian 06 Universiti Teknologi MARA Shah Alam. Selangor 15300 Shah Alam Selangor Darul Ehsan.

1hb July 2000

Prof. Madya Dr. Dahlan Ibrahim . Pensyarah mata pelajaran Asas Keusahawanan (ETR 300) Universiti Teknologi MARA Shah Alam. Selangor 15300 Shah Alam SELANGOR DARUL EHSAN.

Sir,

#### The Capitulation of Business Planning Report

Referring to the above matter. Here, we want to capitulate our finished business

planning report as you required.

According to that, we have agreed to build a business especially in farming tiger

prawn in commercial manner.

We have also agreed our company to be named as TOK BALI TIGER PRAWN SDN. BHE

We hope our business planning will precisely accepted as you required.

Altogether with your cooperation and attention will be appreciated and we

foregoing this by saying thank you.

Your Sincerely

(EN. AHMAD NASHAD ZAKARIA) General Manager Tok Bali Tiger Prawn Sdn.Bhd.

LOGO

