



اوتنورسي تيكنولوغي مارا

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**FACULTY OF INFORMATION MANAGEMENT**

**TITLE:**

**BUSINESS PLAN**

**(Mud Crab Aquafarm)**

**PREPARED FOR:**

**MADAM NIK NOR HASIMAH NIK ISMAIL**

**(LECTURER FOR ETR300)**

**FUNDAMENTALS OF ENTERPRENEURSHIP**

**PREPARED BY:**

**JURIYATI BT JAAFAR (2006270027)**

**NOOR ANI BT ROSNAN (2006269867)**

**NOOR HASIBAH BT MAD ALI (2006270107)**

**NORASMIDA BT MOHD AZMI (2006270121)**

**GROUP: IS110/6A**

**SUBMISSION DATE:**

**19<sup>th</sup> APRIL 2009**

Diploma in Information Management,  
MARA University of Technology,  
Machang Campus,  
18500 Machang,  
Kelantan.

---

Madam Nik Nor Hasimah Nik Ismail,  
Entrepreneur's Lecturer (ETR 300),  
MARA University of Technology,  
Machang Campus,  
18500 Machang,  
Kelantan.

Dear Madam,

Entrepreneurship Business Planning

Refer to the above subject; we required submitting our Business Planning project to you as apart of the fulfillment of the requirement for the ETR 300 course.

We have agreed to develop a production business that we have planned. Our company name is "Mud Crab Aquafarm". We have chosen this business because we think that it has a potential success according to the research that we have made along this planning period.

For your information, we need your approval on our submission of this business plan. We would like to record our thanks and appreciations to Madam Nik Nor Hasimah Nik Ismail for guidance and co-operation that helps us to accomplish this project. We sincerely hope that you will satisfy with the proposed business plan.

Thank You.

Sincerely,

.....  
Noor Ani Binti Rosnan  
General Manager of Mud Crab Aquafarm,  
Faculty of Information Management  
MARA University of Technology'  
Machang Campus,  
18500 Machang,  
Kelantan.

# Content

<b>BIL</b>	<b>TITLE</b>	<b>PAGE</b>
1.	INTRODUCTION	1
2.	PURPOSE	2
3.	COMPANY BACKGROUND	3
4.	BACKGROUND PARTNERS <ul style="list-style-type: none"> <li>• General manager</li> <li>• Administration &amp; operation manager</li> <li>• Marketing plan</li> <li>• Financial manager</li> </ul>	4 5 6 7
5.	LOCATION OF THE BUSINESS LOCATION PLAN	8 9
6.	ADMINISTRATION PLAN <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Vision, mission, organization chart</li> <li>• Manpower planning</li> <li>• Schedule of task &amp; responsibilities</li> <li>• Schedule of remuneration</li> <li>• List of office equipment</li> <li>• Administrative budget</li> </ul>	10 11 12-13 14 15
7.	MARKETING PLAN <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Product description</li> <li>• Target market</li> <li>• Market size</li> <li>• Competitor</li> <li>• Market share</li> <li>• sale forecast</li> <li>• market strategy</li> <li>• marketing budget</li> </ul>	16 17 18 19 20 21 22-23 23-28 29
8.	OPERATIONAL PLAN <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Operation time</li> <li>• Process flow chart</li> <li>• Production schedule</li> <li>• Systematic model of an Operation system</li> <li>• Material requirement</li> <li>• Operation layout plan</li> <li>• Operation overhead</li> </ul>	30 31 32 33-34 35 36-37 38 39

	<ul style="list-style-type: none"> <li>• Operation budget</li> </ul>	
9.	<b>FINANCIAL PLAN</b> <ul style="list-style-type: none"> <li>• Project Implementation Cost &amp; Sources of Finance 40</li> <li>• Depreciation Schedules 41</li> <li>• Loan &amp; Hire Purchase Amortization Schedule 42</li> <li>• Cash Flow Pro Forma Statement 43-45</li> <li>• Pro-Forma Income Statement 46</li> <li>• Pro-Forma Balance Sheet 47</li> <li>• Financial Performance 48</li> </ul>	
10.	<b>REFERENCE</b>	49
11.	<b>APPENDIXES</b>	50-51

## **1.0 INTRODUCTION**

**1.1** MUD CRAB AQUAFARM is the one of company which is produce by four local businesswoman come from Pahang and also Kelantan. This business supplies the high quality of crab and the scientific name for it is Scylla Serrata to the customers especially for those who open up the business like restaurant, hotel, or market. The benefit of eating this crab is, it can help the person who have Dengue and release the sicknesses.

**1.2** This company will be set up on 10<sup>th</sup> November 2009 at Pantai Cahaya Bulan because the place is suitable with the nature of the crab.

**1.3** Our location was at Lot 113, Kampung Semut Api, JLN Pantai Cahaya Bulan Badang, 15710 Kota Bharu Kelantan. We choose this location because it was a strategic place which near with the resort, seafood restaurant and also easy for us to supply the water for the mud crab.

**1.4** There are several factors why we select this business:

### **1.4.1 Health factor**

The mud crab can also use as a medicine or antidote in health factor especially Dengue and Chikugunya. This crab is suitable as antidote because it have the high protein.

Reference: [http:// www.marhaendaily.net](http://www.marhaendaily.net)

### **1.4.2 Economic factor**

High demand every year from customers. The increasing of the price for the products those give more profit to the company and help to increase the income for the company and staffs.

### **1.4.3 Social factor**

Everyone love seafood especially crab, but our company supply the mud crab which have the high protein and give benefit to cure the person who have the Dengue.

### **1.4.4 Current factor**

We want to promote and market the mud crab through the world because in our opinion, it is very difficult for us to get the mud crab at the market.