



اَوْبُنُوْرَسِيْتِي تِي كُنُوْرُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

**BUSINESS PLAN**

**CAPTAIN SHRIMP  
AGRICULTURAL PRODUCT**

**PREPARED BY:**

**FACULTY & PROGRAMME** DIPLOMA IN PLANTING INDUSTRY MANAGEMENT

**SEMESTER** 5

**GROUP MEMBERS**

1. NUR FATIHAHTUL AMIRAH BINTI ABDUL RAHIM  
(2017612096)
2. NURUL IZZAH ISMAIL (2017671792)
3. RAHIDA BINTI AHMAD (2017606498)

**PREPARED FOR  
MADAM NORAINI BINTI SA'AIT**

**SUBMISSION DATE  
9<sup>TH</sup> DECEMBER 2019**



## TABLE OF CONTENT

NO.	CONTENT	PAGE
1.	<b>ACKNOWLEDGEMENT</b>	<b>4</b>
2.	<b>LETTER OF SUBMISSION</b>	<b>5</b>
3.	<b>EXECUTIVE SUMMARY</b>	<b>6</b>
4.	<b>INTRODUCTION OF THE BUSINESS</b>	<b>7</b>
	1.1 INTRODUCTION	<b>8 – 9</b>
	1.2 GOALS OF THE ORGANSATION	<b>10</b>
	1.3 PURPOSES OF THE BUSINESS PLAN	<b>11</b>
	1.4 COMPANY BACKGROUND	<b>12</b>
	1.5 BUSINESS LOGO AND MOTTO	<b>13</b>
	1.6 PARTNERS BACKGROUND	<b>14 – 16</b>
	1.7 LOCATION OF THE BUSINESS	<b>17</b>
5.	<b>APPENDIX</b>	<b>18</b>
	2.1 PARTNERSHIP AGREEMENT	<b>19</b>
6.	<b>MARKETING PLAN</b>	<b>20</b>
	3.1 INTRODUCTION TO MARKETING PLAN	<b>21</b>
	3.2 OBJECTIVES OF MARKETING PLAN	<b>22</b>
	3.3 SERVICE DESCRIPTION	<b>23</b>
	3.4 TARGET MARKET	<b>24 – 25</b>
	3.5 MARKET SIZE	<b>26 - 27</b>
	3.6 COMPETITION	<b>28 – 29</b>
	3.7 MARKET SHARE	<b>30</b>
	3.8 SALES FORECAST	<b>31 – 32</b>
	3.9 MARKETING STRATEGY	<b>33 – 39</b>
	3.10 MARKETING BUDGET	<b>40</b>
7.	<b>OPERATIONAL PLAN</b>	<b>41</b>
	4.1 INTRODUCTION TO OPERATIONAL PLAN	<b>42</b>
	4.2 OBJECTIVES OF OPERATIONAL PLAN	<b>43</b>
	4.3 OPERATIONAL STRATEGIES	<b>44</b>
	4.4 OPERATIONAL HOUR AND BUSINESS HOUR	<b>45 – 46</b>
	4.5 OPERATION PROCESS	<b>47</b>
	4.6 CAPACITY PLANNING	<b>48</b>



**LETTER OF SUBMISSION**

Diploma in Planting Industry Management (AT110),

Faculty of Plantation & Agrotechnology

UiTM Sarawak Campus Mukah

96400 Mukah, Sarawak.

---

Madam Noraini Binti Sa'ait

Lecturer of ENT300 (Fundamentals of Entrepreneurships)

UiTM Sarawak Campus Mukah

96400 Mukah, Sarawak.

Madam,

**Re: Submission of our Business Plan**

As stated, I am, Rahida Binti Ahmad, the General Manager of the Captain Shrimp, acting on behalf of my fellow group partners, we would like to submit our Business Plan for your reviewing purpose.

2. It is hope that through the Business Plan proposed, we were able to improve our financial base and also to further improve our presentation appropriately. All information should be available in the Business Plan included together with this letter. Your time and support is highly appreciated.

Thank you,



\_\_\_\_\_  
(RAHIDA BINTI AHMAD)

General Manager of Captain Shrimp



## EXECUTIVE SUMMARY

Supplying fresh shrimp straight from the pond may build and increase the consumers trust on the quality of shrimp. We are providing something worth for them. The management of shrimp pond is quite tough but we would like to take the challenges in order to have best quality output. The shrimp is high in several vitamins and minerals, and also rich of protein. People nowadays are having high in demand of shrimp especially for the food court.

Therefore, we are here to solve the problem which is by providing the fresh and better quality of shrimps that is based in Mukah. We will first come up with the business plan beforehand. In this business plan, there are organized strategies and plans for our business. The area of our targeted selling business is Mukah since this area is in the process of developing into a tourist destination. People would know Mukah as an area with selling a lot of fresh seafood because it has a lot of fishermen. They usually fishing fresh seafood and then sell them at Pasar Ikan Mukah, which is the place with a lot of potential consumer. Other than that, there are a lot of growing restaurant in Mukah which provide sea food that is quite tasty. These restaurants would need a supplier of fresh seafood but then, there is only a little number of suppliers in Mukah.

Therefore, we have come up with the business idea of supplying one of fresh seafood, which is shrimp. The business name would be Captain Shrimp. We will provide fresh shrimp from the better management. We will sell only the better quality of shrimp. The shrimp is chosen among the rest of seafood because in Mukah, the demand of the shrimp is higher. Not only that, there are mostly existed of fish supplier in Mukah. We wanted to give the reasonable price for fresh shrimp to potential consumer and make them view us as the trusted supplier.



## **1.1 INTRODUCTION**

### **NAME OF COMPANY**

- \* The name of our business is Captain Shrimp. Captain Shrimp provides fresh shrimp supply.

### **NATURE OF BUSINESS**

- \* Captain Shrimp also provides delivery service. Service provided is full service by our workers. Apart from that, we also available for online order.

### **INDUSTRY PROFILE**

- \* The business owned actively by partnership, incorporated as Captain Shrimp. All partners work together in managing the business. As a small startup company, we recognize the limitation of attempting to provide our service in a small premise. This is, of course, mainly because we want to give the best service to our customer as well as improving our service day by day.

### **LOCATION OF THE BUSINESS AND OPERATION**

- \* Our Captain Shrimp will be located at Jalan Perumahan Negeri, Lorong 3, Mukah. We chose this location because physically it is close to Pasar Ikan Mukah and neighbourhood with the existence of potential customer.

### **DATE OF BUSINESS COMMENCEMENT**

- \* Our business will be started on the month of January.

### **FACTORS IN SELECTING THE PROPOSED BUSINESS**

- \* The first factor in selecting White Leg Shrimp as our business is due to the popularity of seafood in Mukah area which is one of the symbols and also known as 'Kampung Nelayan'. But one thing is the supplier for fresh shrimps were not too wide with low availability which makes people hard to find specific supplier for fresh shrimp supply. So, we are helping them by supplying our fresh shrimps that can be serve fast and soon as possible.