

**ETR 300**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN:**  
**FRESH FISH SUPPLIER**



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**DUE DATE : 7 APRIL 2006**

**DIPLOMA IN ELECTRICAL ENGINEERING**  
**FACULTY OF ELECTRICAL ENGINEERING**

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# INTRODUCTION



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## INTRODUCTION

We have decided to establish a company that consists of five (5) shareholders. Each of them is appointed base on their experience and skill such as General Manager, Operation Manager, Administration & Financial, Marketing and Sales Executive. The purpose of choosing the business is to produce the good fresh water fish. This is because the people must have a good nutrient for their life to make sure their have a good life and healthy.

For our proposal is to help any entrepreneur as a guideline to the organization in order to execute any business's activity. Beside that, it is using to convince certain party for instance the bank in order to give a business's loan. As a measure in determining either the business is profitable or else.

We hope our proposal can give more advantages expecially to use. As a company that based on the trading, marketing plan is important for the guidelines how to implement activities and work with efficiency and increasing the company sale. We are concentrating in Shah Alam area about 20 km from our location as target marker. From our observation of demand for this product is about RM 616 896.

Our prices are reasonable and quite cheap in order to attract customer. The fair price strategy that we implement will set the overall to decrease as the sales increase and this will lead a long term profit.

Finally, we are expecting to start our business operation on mid-year of 2006 because we want to ensure that everything is carefully planned by that time we hope that we would attract the attention of student.