



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

CLARIAS FISH HOUSE COMPANY

PREPARED BY

MOHD AZIZAN BIN JAMIKAH	2010583905
AZRIE BIN ROBERT	2010701807
NUR UMARA BINTI YUSSOF	2010846894
ZURINA BINTI TAHA	2010558845
ELLIA SYAFINAZ BINTI SAINI	2010520935
SUZLAN BINTI MUSTAPHA	2010101301

JUNE - OCTOBER 2013



## **ACKNOWLEDGEMENT**

First of all, we are grateful to Allah the Most Compassionate and Most Merciful as we are able to produce this business plan. We had encountered various obstacles and difficulties in preparing this proposal. Without the cooperation among the group member, we will never manage to finish this proposal on time. Our special thanks to our families and friends that gave us a support for every single minute no matter in terms of financial support, and emotional support.

We would also like to express our gratitude to our lecturer of ENT 300, Madam Dayang Haryani Diana Bte Ag. Damit for helping and her guidance in completing our business plan. The help and support we received from her had given us the courage and strength along the way in process making thins business report proposal into reality.

We believe that this business can go further beyond our imagination in the future with the help of other people that involved in making this business come true. By implementing as an entrepreneur mind, we can see the opportunity in this business and identify the main characteristics needed in order to become a successful entrepreneur. We already had an experience, knowledge and networking about the business. With the help, support and consultation given, we manage to complete this business plan successfully. We hope that by doing this business plan we able to understand how to do business work and we are looking forward to make this business become a reality.

Sincerely,

Clarias Fish House.

MARKETING PLAN .....	37
• INTRODUCTION .....	38-39
• PRODUCTION DESCRIPTION .....	40
• MENUS .....	41-47
• BUSINESS CARD .....	48
• MARKETING TARGET .....	49
• MARKET SIZE .....	50
• COMPETITORS IN THE MARKET .....	51
- STRENGTH & WEAKNESSES OF COMPETITORS... ..	52
• PRODUCT STRATEGIES .....	53
• SALES FORECAST .....	54-55
• MARKETING STRATEGY .....	56
• MARKETING BUDGET .....	57
OPERATION PLAN .....	58
• INTRODUCTION (RESTAURANT) .....	59
• PROCESS FLOWCHART .....	60-61
• LAYOUT PLAN OF OPERATION AREA .....	62
- OFFICE .....	63
• RAW MATERIAL REQUIRED (RESTAURANT) .....	64-65
• MENUS PRICING .....	66-67
• BILLS OF MATERIALS .....	68
• MACHINE & EQUIPMENT REQUISITION PLAN .....	69
• LIST OF WORKERS IN RESTAURANT .....	70
• INTRODUCTION (CATFISH FARM) .....	71-72
• PROCESS FLOWCHART .....	73
• FISH FARM LAYOUT .....	74-75
• CATFISH FACTS.....	76-77
• LOCATION .....	78-79
• MACHINE & EQUIPMENT REQUISITION (CAT FISH TANK) ...	80-81
• OPERATION BUDGET .....	82

FINANCIAL PLAN .....	83
• FINANCIAL PERSONNEL .....	84
• INTRODUCTION .....	85
• OPERATING BUDGET.....	
- ADMINISTRATION BUDGET .....	86
- MARKETING BUDGET .....	87
- OPERATION BUDGET .....	88
• SALES FORECAST & PURCHASE PROJECTION .....	89
• PROJECTION IMPLEMENTATION COST& SOURCE OF FINANCE	
- PROJECTION IMPLEMENTATION COST .....	90
- SOURCE OF FINANCE .....	90
• STATEMENT OF CASH FLOW .....	91-93
• TABLE OF DEPRECIATION .....	97-96
• LOAN SCHEDULE .....	97
• PRO-FORMA INCOME STATEMENT .....	98
• PRO-FORMA BALANCE SHEET .....	99
• FINANCIAL ANALYSIS .....	100
• FINANCIAL RATIO ANALYSIS.....	101-105



## INTRODUCTION

Our company name is Clarias Fish House. Our company name is derived from the “ikan keli ” scientific name which is called as Clarias batrachus or it is commonly known as catfish by most of local people. The reason why we named our company after its scientific name is because it is more interesting,attractive and unique from the other fish house companies. This will triggers the publics to come and visit our place.

Clarias Fish House is the place where every family's members enjoy their healthy food, which not only focusing just for the adult but also the whole family member's as well. In order to make our Sabahan people eat more healthy food and reduce the amount of fast food intake, we introduce our new healthy food menu in our restaurant which is the Clarias fish ( Ikan Keli ) dish that contains a high level of omega-3 than the other fish and proteins.

We offer meals that are suitable for all ages from the age of elderly to kids. The main idea of Clarias Fish House comes from the idea whereas the increasing of obesity rate among the Malaysian due to unhealthy eating habits and tends to eat fast-foods. Thus, we decide to open up something new for the society, especially for the families. We can assure that every family that come dine in our restaurant will experience a much more healthy eating lifestyle and gain health benefits from eating our Clarias Fish.

Plan location for Clarias Fish House is located at Tuaran, Kota Kinabalu. We choose this place as our location due to its strategic position whereas it have a large area that we can build our own facilities required especially for our fish farm and mostly the population of these areas are inhabited by married society. Thus we are sure that this is the suitable place for us to begin our business. Our actual target market is focused on for the people of Sabah, specifically residents of Kota Kinabalu especially people who live in Tuaran area and places nearby. By the end of the year we hope our company to be well known F&B company that offer clarias fish (catfish) and also well known brand in year 2020 all around Sabah.