



UNIVERSITI TEKNOLOGI MARA
FACULTY OF BUSINESS MANAGEMENT

ENTREPRENEURSHIP (ENT 300)
'D' BORNEO BERHAD'

PREPARED FOR
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First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT300 subject.

We, the group partner are accepting this as a challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as an one way for us, to practice our ability and interest in other different way, to be a guideline to encourage our effort for becoming an educative and succeed business people.

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of five (5) members. The members consist of the General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM218, 000 where the total of contribution of each member.

D'BORNEO BERHAD is a company related to the farming of catfish. Our market focus is the public and restaurant that will directly with us. They will buy our catfish when it reaches certain size and weight.

Our business will expect to commence on 2017 and our vision is to make a sustainable industry of aquaculture in Sabah and Sarawak. This will be realized by the full cooperation and efforts among the partners to promote this company.

Based on the objectives above, we are venturing into livestock industry. D'Borneo Berhad has the potential of becoming the profitable business if it's done in modern way with large scale and systematically managed.

We will expect that our business will become more developed in the near future because the demand of for the catfish is high and the market still cannot fulfil the demand. This will give more advantages for us to make our product more profitable and stabile in the long run.

INTRODUCTION

• **Name of Company** : D'Borneo Berhad

• **Nature of Business** : Farming of Catfish

• **Date of the Business Commencement** : Our business will begin to operate on 1st July 2015.

• **Factors in selecting the proposed business (the opportunity) and future prospects of the business:**

- i. To fulfill demand from the customer who enjoy catfish
- ii. Produce product (catfish) with high quality, which have Omega 3, 6 and 9 with high protein and without carbohydrate.
- iii. Start to market the product (catfish) on the end years of 2015.
- iv. Expanding markets around East Malaysia (Sabah and Sarawak) on 2017.

PURPOSE

As we know the business plan is one of the tools that required to be prepared in order to open the business. Business plan is written documents which describe the purposed business to be undertaken in the comprehensive manner. It is also known as a project paper, working paper, business proposal or prospectus.

A business plan is written summary of entrepreneur, purpose business venture, it's operational and financial detail, its target market opportunities and strategies, and its manager's skill and ability. The plan serves as an entrepreneur's road map on a journey toward building a successful business. It described the direction of the company is taking, what its goal are, where it's want the company to be, and how it's going to get there. They are many purposes of preparing Business Plan:

- i. As a guidelines to manage the business
- ii. To study and to evaluate the business's performance
- iii. Facilitate control
- iv. Maximize resources to increase productivity

Hopefully this plan can be used to convinced the business achieve the target and gift a good profit.