



UNIVERSITI
TEKNOLOGI
MARA



FACULTY OF PLANTATION AND AGROTECHNOLOGY

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)

MAGNUS FISH

PREPARED FOR: MR AHMAD FAISAL BIN MAHDI

SUBMISSION DATE: 09 SEPTEMBER 2016

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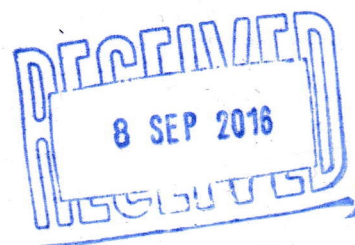


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1.1 SUBMISSION LETTERS

Diploma in Planting Industry Management,
Semester 5,
Universiti Teknologi Mara (UiTM) Sarawak,
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96400 Mukah,
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Sir Ahmad Faisal Bin Mahdi,
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Universiti Teknologi Mara (UiTM) Sarawak,
Campus Mukah,
96400 Mukah,
Sarawak

9th September 2016

Sir,

SUBMISSION OF BUSINESS PLAN REPORT

According to the letter head, we had finished our business plan and we would like to submit it. We have done studies and research according to the guideline and procedures in order to complete our business plan.

2. We also would like to thank you for your kindness in guiding, advising and giving better idea toward us throughout processes which led to completing the business report. Without your help, we would unable to complete this task in the right way.

3. We also will used the knowledge and skills which we gain when completing this task and we make sure by having this experience, we are confidence that we would not repeat the same mistakes over and over again. Throughout this business plan, we can run our business smoothly.

4. We hope that you will satisfy with our report and we wish it will be evaluated fairly as possible. Once again, we would like to thank you for your kindness.

1.3 INTRODUCTION OF BUSINESS PLAN

The business plan of MAGNUS FISH is proposed so that it can be undertaken comprehensive manner. This business plan led us toward opportunity to access the business in the future. We decided to make a partnership in this business which we supply fresh water fish in the premises, and we also supply it to wet market. This business consists of four shareholders.

All shareholders had agreed with the amount of contribution, profit and loss will incurred toward each of us. This is to ensure that no one will be discriminated as the profits and losses are divided at the end of the accounting period.

Besides, the advantages of having partnership business is that all the shareholders will always share ideas and knowledge which may led this business to gain more profits and also to achieved high productivity from time to time. In the other hand, each partnership also responsible toward their job as each of us have our job which needed to be organized in order to ensure smooth management.

1.5 NAME OF COMPANY

Our partnership company name is MAGNUS FISH. We choose this name because it is easy for our customers to remember it. MAGNUS FISH sell 3 kind of fish which is catfish (*Siluriform*), Tilapia (*Oreochromis niloticus*) and Jelawat (*Leptobarbus hoevenii*). We stand for costumer which always demanded a fresh, good and high quality of fish. This is to ensure the right of costumer is preserved and they satisfied with our services and product. We give priority to our fish freshness, cleanliness, and healthiness. Our target market is restaurants, franchises, hotels in Mukah. We also supply our fish to wet market. Other than that, our customers also can buy our