



UNIVERSITI TEKNOLOGI MARA KAMPUS SAMARAHAN

FAKULTY ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

SHRIMP TIGER PRAWN CULTURING "

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ETR 300

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Mr. Abg Yusuf Bin Abg Spawi
ETR 300, Lecturer
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Sir,

Submission of Shrimp Tiger Prawn Culturing Business

In order to fulfill the requirements of our course, DPA, we have to undergo the task of conducting a business project in this subject of ETR 300 business plan. Therefore, this is our submission of the project for you to analyze and grant approval.

In the process of completing this task, we were faced with grueling challenges that sometimes could lower our working spirit. But, gladly we successfully completed this project without further problems. Through this project, we learned valuable lessons and gained knowledge in forming a business. It was not an easy task to compile various informations and scattered important documents into one neat and organized book. We hope that this experience will someday do well to us in time when it is really needed.

Thank you.

Yours sincerely

—

(RYAN NGAU ANYI)
General Manager of SHRIMP
Tiger Prawn Culturing

COMPANY BACKGROUND

Modern prawn culturing in Malaysia were started in the middle of 1970s following the success of the breeding of sea prawn at a research institute in Gelugor, Pulau Pinang. At the same time, sea prawn culturing businesses were blooming in Taiwan and Thailand. As a result, more and more entrepreneurs were becoming more interested in this business.

As for our company, we ventured into this business knowing that it could generate high amount of profit. As we all know, there are a few Tiger Prawn business in Kuching area. Our company is established to be able to cope with these other similar business.

The demand of Tiger Prawn may be high but the price is unstable and it really depends on the market changes. So our company will have to be more competitive in terms of the technologies that we will be using. The use of quality Tiger Prawn fry is a must, since this could determine the success of our business.

The location of our business is also of strategic location. It is located at the foot of Mount Santubong by the side of Santubong River. The salinity of the water is perfect since it is near the mouth of the river where the sea water and the river meets. The road connection is also important since we need to transport our products and for us to get important supplies.

Therefore our Tiger Prawn business has the potential to grow into a successful business. Our company must also be connected with the Agricultural

CONCLUSION

As to conclude this business proposal, we have found out that Tiger Prawn business is one of the most potential business that can be competitive in the local market. There are so many businesses which are dominating and monopolizing local market that deals with prawn culturing. Their prices are something that we have to be alert on.

Our company is to be more competitive in producing our product to be able to dominate the Tiger Prawn market. We are to use the best technologies in order to get the best quality Tiger Prawns. Our company will be able to generate high amount of profit and we would next expand our business.

Finally, our future expansion of this business will also contribute to the society by providing job opportunities for the locals. At present we are also doing the same although it is not much.