



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KAMPUS KOTA SAMARAHAN**

**DIPLOMA IN PUBLIC ADMINISTRATION
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

PISCES FISHERIES ENTERPRISE

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LETTER OF TRANSMISSION

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14 October 2006

Sir,

RE: Submission of Business Plan

As a representative of our company, "**PISCES FISHERIES ENTERPRISE**", I would like to submit our business plan for your evaluation and further action. We are very grateful for the generous amount of motivation and support not to mention guidance given which has indeed paved us the way and anchored us towards our aims and goal when preparing and finally completing this business plan on time and as scheduled.

2. ETR 300 (Introduction to Entrepreneurship) has given us a clear picture on the fundamentals of starting a business. Along the way, we gathered many ideas, which we personally felt, would have done much use and benefit to us if ever '**PISCES FISHERIES ENTERPRISE**' became a reality. We highly compute that it is not all that easy to become an entrepreneur what more a successful entrepreneur. It takes diligence, innovativeness and patience, just to name a few, which we regard as the main ingredients to achieve success in order to overcome all forms of obstacles and risks, all of which we have learnt as we attempted this business plan.

3. Your undying attention, guidance and cooperation have taken us far by allowing this business plan to become a reality. It is insufficient to express our words of gratitude for all the knowledge that you have passed on to us as well as your continuous effort in assisting us as much as you can in completing this business plan.

Thank you.

Yours faithfully,



(ZUCREESIANA FENDERS ANAK ASENG)
General Manager-PISCES FISHERIES ENTERPRISE

COMPANY BACKGROUND

Our company, namely Pisces Fisheries Enterprise is focus on Tilapia farming businesses. Pisces Enterprise is adopted from the PISCES Zodiac which represents the fish. It will be establish on the 1st January 2007.

Our market target is focus in this state, Kuching, Serian, Bau and etc which we would supply to hotels, restaurants, and wet market. We will become the main supplier of the fish for popular hotel and most of the restaurant in Sarawak. Other than that, we will distribute our product all over wet market in the state.

Our company consist of six shareholder which is headed by the general manager which contribute the same amount of cash contribution with the other shareholder that is RM 46,633 and the other shareholder that are administration manager, marketing manager, operational manager and two financial manager also contribute RM 46,633 each.

Pisces Enterprise is establishing to support the governments policy that encourage new entrepreneur to develop business that is related to agricultural sector. It also helps our country to develop the tourism industry by supplying high quality of fisheries for the tourist who visits the restaurant and stay in hotels. Besides that, he high demand in the, market encourage us to develop this kind of business. Other than that, our company will give the opportunities to a local people to find a job by fill in the vacancies in our company that is includes various types of.

As a conclusion, we are proudly established this company in order to support the government policy. Not only that, we also like to be the biggest and well developed company not only in Sarawak but also in other part of the country.

Introduction to administration plan

A vital and crucial role in a company is held by an administrator. An administrator functions as the person who handles matters concerning resources and manages the office administration process in purpose to achieve the organization goal. In every established company, there has to be an administrator to monitor the management process in order to ensure it runs effectively and efficiently.

The administration is also the place where the mission and the vision of the company are determined. As for the resources, the administration ensures that all available resources are divided and fairly allocated to every department based on its.

The administration is also important in a way that portrays the overall perception towards the company. The viewpoint of the customer and their perception lies on the competencies of the administration on how they handle the company. There has to be mutual understanding between the administrator and all its various departments in order to achieve the objectives of the company.