

MARA UNIVERSITY OF TECHNOLOGY



**BUSINESS PLAN
ETR 300**

PREPARED BY:

1. MOHD FAUZI B MOHAMMAD
2. NASARIZA BT CHE MAT ZIN
3. NUR ASMA BT MOHD SABRI
4. WICHA DUAKIM @ FATIM HAZWANA
5. MARUA BT MAT ISA

COURSE:

DIPLOMA IN SCIENCE GEOMATIC

TABLE OF CONTENT

LIST	PAGE
ACKNOWLEDGEMENT	i
APPRECIATION	ii
THE LETTER OF SUBMISSION OF BUSINESS PLAN	iii
INTRODUCTION	
THE PURPOSE OF THE BUSINESS PLAN	1
LOGO	2
EXPLANATION	3
LOCATION PLAN	5
BUSINESS BACKGROUND	7
BUSINESS SYNOPSIS	8
BACKGROUND OF PARTNERS	9
COMPANY AGREEMENT	14
ADMINISTRATION PLANNING	
ORGANIZATIONAL CHART	18
ORGANIZATION PLAN	19
OBJECTIVE	20
STRUCTURE	21
STRATEGY	22
OFFICE LAYOUT	23
LIST OF MANAGEMENT STAFF	24
LIST OF JOB	25
WAGES AND REMUNERATION TABLE	30
WORKERS INCENTIVE	31
EXPENDITURE OF OFFICE EQUIPMENT	32
EXPENDITURE OF ADMINISTRATION AT START UP	33
EXPENDITURE OF ADMINISTRATION PER MONTH	34

MARKETING PLANNING	
INTRODUCTION	35
MARKET ANALYSIS	36
TARGET MARKET	37
MARKET SIZE	38
COMPETITION	40
STRENGTHS AND WEAKNESSES AMONG COMPETITORS	41
STRENGTHS AND WEAKNESSES OF NORTHERN AQUACULTURE ENTERPRISE	43
MARKET SHARE	44
SALE FORECAST	48
MARKETING STRATEGIES	51
MARKETING EXPENDITURE	54
OPERATION PLANNING	
OPERATION PLAN	55
ACTIVITIES	56
CHART OF OPERATION DEPARTMENT	61
LAYOUT PLAN OF OPERATION	62
OPERATION PROCESS CHART	63
SHORT INFORMATION FOR FISH REARING	68
LIST OF RAW MATERIALS	69
SALARY AND REMUNERATION TABLE	70
CALCULATION OF CLOSING STOCK	71
OPERATION EXPENDITURE	73
FINANCIAL PLANNING	
FINANCIAL PLAN	74
PROJECT IMPLEMENTATION COST SCHEDULE	76
FINANCE SOURCES	77
LOAN AMORTISATION SCHEDULE	78
TABLE OF DEPRECIATION	79
CASH FLOW PRO - FORMA STATEMENT	84
PROFIT AND LOSS STATEMENT	86
CONCLUSION	92
APPENDIX	

BUSINESS BACKGROUND

Name of Business : NORTHERN AQUACULTURE ENTERPRISE

Address : KM 21, JALAN CHANGLUN, SUNGAI GELUNG,
KUBANG PASU/ PADANG TERAP,
06000, JITRA,
KEDAH.

Telephone Number : 04-9176362

Type of Business : PARTNERSHIP
a) Rearing fish
b) Selling fish

Starting Business : 1ST JANUARY 2003

Registration Number : IN PROCESS

Capital : RM100,000

Capital Source : BANK MUAMALAT

Type of Business Account: a) SAVING ACCOUNT
b) FIXED ACCOUNT

BUSINESS SYNOPSIS

Company's name

This business will be incorporated on 1st January 2003. The name of the business is Northern Aquaculture Enterprise. We chose this name because it is easy to say and suitable with our company location at Jitra.

Form of Business

It is a partnership business type and there are five members involved. We chose this form of business because we believe that each partners will be more responsibility to this business operation and more concern about this business in aiming to get more profit and bonus for the contribution money that they have given.

Business Activities

Our Northern Aquaculture Enterprise sells fresh fish to customer, wholesaler and restaurant's owner.

Location

Our company operates at Km 21, Jalan Changlun, Sungai Gelung, Kubang Pasu/ Padang Terap, 06000, Jitra, Kedah. It is very strategic because it is near the stream which is make easy for our fish rearing.

Market

Our target market includes that from FAMA, restaurants/hotels, Pasar Tani, and other markets.

Competitor

Competitors in the business is a nature of business life. So we do not fear of our competitors. We assume them as our business measurement whether our business can operate in better condition. We have listed several of our competitors such as Koh Boow Lai, Chin Aquaculture Sdn, Bhd., Lim Keat, Azmi Yaakob, and Sykt. Chia Bee Aquaculture.