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FUNDAMENTALS OF ENTREPRENEURSHIP

6MH FISH'S ENTERPRISE
"FRESH WATER FISH, FRESH HEALTH"

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27TH MARCH 2017



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1.0 INTRODUCTION

Name Of Company	6MH FISH'S ENTERPRISE
Nature Of Business	Supplying fresh water fish
Industry profile	The business is seen as a potential to be easily accepted by the community. In Malaysia, there is still lack of company that the main product is freshwater fish.
Location Of Business	KG. Sangkir Jalan Kudat 89158 Kota Belud, Sabah
Date Of business Commencement	1 June 2017
Factors of Selecting The Proposed Business	<ol style="list-style-type: none"> 1. To sell fresh fish to the customers 2. To enable people of low income to buy a low-cost fish
Future Prospects Of The Business	<ol style="list-style-type: none"> 1. Able to meet the demand of consumer 2. Able to attract more buyer and produce product in lower cost. 3. Able to expand the business to whole Sabah and later to all part in Malaysia.



1.1 EXECUTIVE SUMMARY

6MH FISH'S is a kind of business that supply and rearing the freshwater fish which is catfish and tilapia fish. 6MH FISH'S will establish at KG. Sangkir Jalan Kudat, 89158 Kota Belud Sabah. The location is believed to be very strategic for the company to stand as we are targeting the people around Kota Belud area also around Kota Kinabalu area. This business is seen too able to gain the attention of the community and potentially gets the customer demand. In Malaysia, there is still lack of company that dare to rear the freshwater fish and be a big supplier. By be a supplier of freshwater fish, the people in city area easily can get this product without let them find the supplier of interior. Therefore, we are prepared to go through any risk and problem that may encounter during the process of commercializing our product.