

MARA UNIVERSITY OF TECHNOLOGY
SUNGAI PETANI CAMPUS
08400 MERBOK
KEDAH DARUL AMAN

BUSINESS PLAN IN SELLING PET FISH AND AQUARIUM
AQUATIC FISH AND AQUARIUM CENTRE
11 , LENGKOK CEMPAKA 1 , PERSIARAN CEMPAKA , AMAN
JAYA , 08000 SUNGAI PETANI , KEDAH DARUL AMAN

PREPARED FOR :

PUAN NORMALA BINTI ISMAIL
LECTURER OF ETR 300

PREPARED BY :

| | |
|----------------------------|----------|
| AZLIDAWATI AB.HAMID | 97301814 |
| NUR ADIBAH ADNAN | 98178420 |
| NORLAYLA MUSTAFFA | 98093438 |
| NATRAH YAHYA | 98185728 |
| JUWITA LAILA ZOMORA ISMAIL | 98178413 |

5 OCTOBER 2000

| <u>Contents</u> | <u>Pages</u> |
|--------------------------------|---------------------|
| Executive Summary Letter | |
| Submission | |
| Appreciation | |
| Agreement Letter | |
| 1.0 Introduction | 1 |
| 1.1 Business Plan Targeting | 6 |
| 2.0 Background Of The Company | 7 |
| 3.0 Logo | 8 |
| 4.0 Background Of Partners | |
| 4.1 General Manager | 10 |
| 4.2 Administration Manager | 11 |
| 4.3 Marketing Manager | 12 |
| 4.4 Operational Manager | 13 |
| 4.5 Financial Manager | 14 |
| 5.0 Administration Plan | 15 |
| 5.1 Vision of the Business | 16 |
| 5.2 Mission of the Business | 16 |
| 5.3 Objective of The Business | 16 |
| 5.4 Organizational Structure | 18 |
| 5.4.1 Organizational chart | 19 |
| 5.4.2 Table of job designation | 20 |
| 5.4.3 Job description | 21 |
| 5.5 Remuneration Scheme | 26 |
| 5.6 Fringe Benefits | 27 |
| 5.7 Office Planning | 28 |
| 5.8 Office Layout Plan | 29 |
| 5.9 Administrative Budget | 31 |
| 6.0 Marketing Plan | 31 |
| 6.1 Product Concept | 32 |
| 6.2 List of Product | 33 |
| 6.3 Target Market | 37 |
| 6.4 Competitors | 40 |
| 6.4.1 Market Share | 42 |
| 6.5 Sales Forecasted | 46 |
| 6.6 Price Strategy | 48 |
| 6.7 Marketing Strategies | 52 |
| 6.7.1 Product | 52 |
| 6.7.2 Price | 52 |
| 6.7.3 Promotion | 52 |
| 6.7.4 Place | 55 |
| 6.8 Distribution Strategy | 56 |
| 6.9 Marketing Budget | 57 |

| | |
|--|-----|
| 7.0 Operational Plan | 58 |
| 7.1 Process Flowchart | 59 |
| 7.1.1 Explanation of The Flowchart | 61 |
| 7.2 How To Manage The Aquarium | 63 |
| 7.2.1 Aquarium | 63 |
| 7.2.2 Setting Up The Aquarium | 64 |
| 7.2.3 Operational Duty | 65 |
| 7.2.4 General Maintenance | 66 |
| 7.2.5 Unsuspected Dangers | 68 |
| 7.2.6 Signs of Fish Distress | 68 |
| 7.2.7 Disease of The Tropical Fish | 69 |
| 7.3 Materials Requirement Planning | 72 |
| 7.4 Man Power Planning | 79 |
| 7.5 Forecasted Raw Materials | 80 |
| 7.6 Operational Layout plan | 81 |
| 7.6.1 Explanation of Operational Layout Plan | 83 |
| 7.7 Machinery And Equipments | 84 |
| 7.8 Operational Budget | 85 |
| 8.0 Financial Plan | 86 |
| 8.1 The Important of a Financial Plan | 87 |
| 8.2 Project Implementation Cost Schedule | 88 |
| 8.3 Sources of Funds | 89 |
| 8.4 Depreciation Schedule | 90 |
| 8.5 Loan Amortization Cost Schedule | 96 |
| 8.6 Hire Purchase Schedule | 98 |
| 8.7 Cash Flow Statement | 99 |
| 8.8 Pro Forma Trading , Profit And Loss | 100 |
| 8.9 Pro Forma Balance Sheet | 101 |
| 9.0 Remuneration Scheme | 102 |
| 9.1 Financial Analysis | 103 |
| ENCLOSURES | |

EXECUTIVE SUMMARY LETTER.

Aquatic Fish And Aquarium Centre is the name of our business. We sell pet fish, aquarium, fish food, fish accessories and fish medicines. Other than that, we will give an idea on how to decorate the aquarium and how to take care of the pet fish.

We give an after sales services to attract our customers.

If the customer has purchase more than RM 500 in one bill, we will send the product to their house. That make us different with our competitors.

We hire a building in Bandar Aman Jaya. This place is very strategic position because there are many housing area, many public facilities like hospital and in long term that place will be well develop. Our target market is a government servants.

To attract customers, we always try to satisfied them by giving the best services. We also keep on going searching information about pet fish and their equipment to develop our business. We can get the information's from the suppliers, books and internet.

In overall, we are satisfied with our business plan. But, there many disadvantages that we must improved, from time to time. All our mistake and experience can be make a good lesson for the future.

Lastly, all the criticism, advice or other idea from all parties allowed improving our business.



PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)

Universiti Teknologi MARA
Cawangan Kedah
Peti Surat 187
08400 Merbok
Kedah Darul Aman

Tel: 04-457 1300
Fax: 04-457 4355

Surat Kami : 500-KDH(MEDC. 15/2/1)
Tarikh : 25/07/00

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. AZLIDAWATI BINTI ABD. HAMID
2. NUR ADIBAH BINTI ADNAN
3. NATRAH BINTI YAHYA .
4. JUWITA LAILA ZOMORA BINTI ISMAIL
5. NORLAYLA BINTI MUSTAFFA .

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih

Yang benar

MOHD. AZHAR OSMAN
Koordinator
b/p. Provos