

UNIVERSITI TEKNOLOGI MARA (UTM)

(ETR300)

FUNDAMENTAL OF ENTREPRENEURSHIP

SEA WEED FALAHMADAHAN SDN.BHD.

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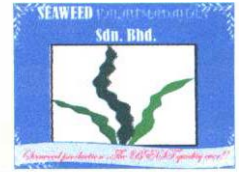
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## TABLE OF CONTENTS

<b>CONTENTS</b>	<b>PAGE</b>
Submission letter	i
Acknowledgement	ii
Table of Content	iii-iv
<b>CHAPTER 1: INTRODUCTION</b>	<b>1 – 13</b>
1.0 Introduction	
1.1 Logo	
1.2 Business Propose	
1.3 Business Background	
1.4 Partnership Background	
1.5 Company Term Agreement	
<b>CHAPTER 2: ADMINISTRATION PLAN</b>	<b>14 – 24</b>
2.1 Introduction	
2.1.1 Vision	
2.1.2 Mission	
2.1.3 Objective	
2.1.4 Motto	
2.2 Business Address	
2.3 Location Plan	
2.4 Organization Chart	
2.5 Manpower Planning	
2.6 Task Description	
2.7 Organizing Strategy And Philosophy	
2.8 Employee's Remuneration	
2.9 Employees Intensive Scheme	
2.10 Office Floor Plan	
2.11 Office Equipment	
2.12 Administration Budget	
<b>CHAPTER 3: OPERATION PLAN</b>	<b>25 - 62</b>
3.1 Introduction	
3.2 Operational Objectives	
3.3 Process Planning	
3.4 Operation Planning	
3.5 Operation Layout	
3.6 Site Preparation	
3.7 Cultivation of Seaweed	
3.8 Maintenance	
3.9 Harvesting	
3.10 Drying	
3.11 Material Requirement	
3.12 Operation Budget	
<b>CHAPTER 4: MARKETING PLAN</b>	<b>63 - 79</b>
4.0 Marketing Plan	
4.1 Profile Product	
4.2 Market Characteristic	

<ul style="list-style-type: none"> <li>4.3 Sale Forecast</li> <li>4.4 Total Size Expected For 3 Years</li> <li>4.5 Market Size</li> <li>4.6 Competitors <ul style="list-style-type: none"> <li>4.6.1 SWOT Analysis of Competitor</li> <li>4.6.2 SWOT Analysis for Seaweed Falahmadahan Sdn. Bhd.</li> <li>4.6.3 Market Share</li> </ul> </li> <li>4.7 Marketing Strategies</li> <li>4.8 Marketing Budget</li> </ul>	
<p><b>CHAPTER 5: FINANCIAL PLAN</b></p> <ul style="list-style-type: none"> <li>5.0 Financial Plan</li> <li>5.1 Financial Plan Objectives</li> <li>5.2 Projected Administrative, Marketing and Operations Expenditure</li> <li>5.3 Projected sales and Purchases</li> <li>5.4 Collection for Sales &amp; Payment for Purchases</li> <li>5.5 Economic Life of Fixed Assets &amp; Depreciation Method</li> <li>5.6 Ending Stock for Raw Materials and Finished Goods</li> <li>5.7 Rate of Taxation (For Private Limited Company)</li> <li>5.8 Project Implementation Cost &amp; Sources Of Finance</li> <li>5.9 Marketing, Administration &amp; Operation Budget</li> <li>5.10 Depreciation Schedule</li> <li>5.11 Loan &amp; Hire-Purchase Amortisation Schedules</li> <li>5.12 Cash Flow Statement</li> <li>5.13 Income and Balance Sheet Statement</li> <li>5.14 Financial Ratio Analysis</li> <li>5.15 Graph Financial Ratio</li> </ul>	<p>80 – 98</p>
<p><b>REFERENCE</b></p>	<p>99</p>





## 1.0 INTRODUCTION

Seaweed is one of the rare productions produced at Sabah. Rare people want to produce seaweed because they still do not realize the important and the uses of seaweed. The undeveloped of seaweed planting in Sabah brings us to make a seaweed production as our main goal for our business. In fact, the Japanese consume more than 1 gram of seaweed per day on average. Seaweed cultivation is a thriving coastal industry in many Asian countries.

Why do we choose Seaweed?

- ✓ Due to the high demand and less competition.
- ✓ A lot of things can be produced from seaweed.
- ✓ High income.
- ✓ Many benefits we can get from the seaweed.

There are also some benefits we can get from the seaweed:

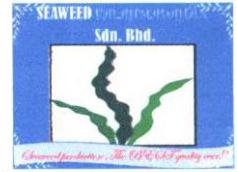
- ✓ Overcomes poor digestion.
- ✓ Aids in brain development.
- ✓ Helps to prevent osteoporosis.
- ✓ Beneficial for individuals that suffer from anemia and impotence.
- ✓ Helps detoxify the body.
- ✓ Increases metabolism.
- ✓ Maintains hormonal balances.

Besides, seaweed also can be converted as medicine, food and personal care product such as tooth paste ingredients and facial washer. The food industry also extracts ingredients for several different types of food additives from seaweed. Seaweed is used to retain water and gel food, especially confectionary products, meat and poultry items, desserts, and beverages. Some forms of seaweed are even used in various types of salad dressings or dietetic foods. Seaweed is even a preservative in meat and fish products, dairy products, and some types of baked goods. Therefore, by having five members to and guide from the *Jabatan Perikanan sabah*, we decide to open our business by using our company's name which is:

### **SEAWEED FALAHMADAHAN SDN. BHD.**

The seaweed refers to our main product, while the FALAMADAHAN refer to Arabic mean which is 'falaha' mean success. Actually, all the combination is referring to our company's members' name which are: **Faridah, Fazilah, Hermah, Norshuadah, and Norihan.**

Due to the fact, Philippines are one of the biggest producers of seaweed, while Indonesia is one of the biggest exporters of seaweed and Malaysia is the best quality of seaweed production. So we decide to choose "Seaweed production, the best quality ever" as our company motto. In fact, only Sabah has seaweed cultivation farm.



## 1.2 BUSINESS PURPOSES

The purposes of doing this business plan are to:

- i. Ask for capital and support
  - At the beginning our business, we need some capital to do this business, whereby we decide to ask the guidelines from the *Jabatan perikanan Sabah* by giving support for money(if any) and motivation
- ii. Ask for loan
  - We have to convince venture capitalist, investor and bankers in order to raise capital and obtain support for the venture.
- iii. Take the opportunity.
  - This is due to the entrepreneur to assess the business venture objectively, critically and practically.
- iv. Be as a guideline for the business progression.
  - Peer the day-to-day management and progression of the business based on the business plan.
  - Ability to distribute business resource more effectively.