



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

BBORNOE TILAPIA COMPANY

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Introduction

First's of all, we want to introduce our company's name that is the Borneo Tilapia Company or BTC. Borneo stands for the third biggest island in the world, and then tilapia is the common name for nearly a hundred species of cichlid fish from the tilapiine cichlid tilapia. Tilapia is mainly freshwater fish inhabiting shallow streams, ponds, rivers and lakes. Why we take tilapia for our business plan and what makes us different from others, this is because the way we breed and produce produce and to keep it alive. These tilapias have a long life period.

In Borneo there only two main species of tilapia that has always been food, that is the red tilapia and black tilapia. This tilapia can live in the same place, the special things about tilapia is the taste of the fish that is a little sweet in whatever recipe that it is cooked. Different types of cooking will not effect the sweet taste of the fish either it's steaming or frying. Tilapia is also used as a biological control for most aquatic plant problem because they consume floating aquatic plant such as duckweed watermeal, submerge plants and most type of algae.

In Sabah, Sandakan is the sole tilapia producer and they only produce for export to China and not for their own state. Our company focus on producing not only for export but also for our own state that demand for the goods. Tilapia is a well known food that has a unique taste that can be compliment with a good recipe so its demand is high in the state from restaurants and consumer. Besides that we also produce red tilapia that is mainly for eating but also there are some that are interested for the colour of the scale and it is keep as an aquatic decoration in houses.

PURPOSE OF BUSINESS PLAN

This business plan is prepared by Tilapia Borneo Company (BTC). For the purpose of:

- a) To fulfil the demand and needs of consumers.
- b) As a guideline in managing the business or the proposed venture.
- c) To add the number of Bumiputera involvement in this business as an entrepreneur.
- d) To fulfil the requirement of the ENT 300 Subject.
- e) To become the first young Malaysian to success in business.
- f) To evaluate the ability of the business venture whether it is able to compete with other competitors with the same venture.



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VISION

- To be the main producer and exporter of tilapia in Sabah and Peninsular Malaysia in 2025.

MISSION

- To produce quality breed tilapia
- To provide quality service of delivery to consumer
- To be successful young entrepreneur

OBJECTIVE

- To create loyalty of customers
- To create customer's satisfactions
- To be a well known company that supply tilapia by the locals and in other region