



UNIVERSITI TEKNOLOGI MARA KOTA KINABALU SABAH

ETR 300

FUNDAMENTAL OF ENTREPRENUERSHIP

**AQUA FRESH RESENBERGII FARM
(FRESHWATER PRAWN FARMING)**

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CONTENT

CONTENTS	PAGE
Letter to MEDEC	i
Acknowledgement	ii
Content	iii - vi
1.0 INTRODUCTION	1 - 12
1.1 THE PURPOSE BUSINESS VENTURE	2 – 3
1.4.1 Name of Company	
1.4.2 Nature of Business	
1.4.3 Industry Profile	
1.4.4 Location of Businesses	
1.4.5 Date of Business Commencement	
1.4.6 Factors of Selecting Our Proposed Business	
1.4.7 Future Prospects of Our Business	
1.2 INDUSTRY REVIEW	4 – 5
1.3 OWNER BACKGROUND	5 – 6
1.4 BUSINESS LOGO & DEFINITION	7
1.5 OWNER BACKGROUND	8
1.6 LOCATION OF BUSINESS	9
1.7 PARTNERSHIP AGREEMENT	10 - 12
2.0 ADMINISTRATION / ORGANIZATION PLAN	13 - 23
2.1 INTRODUCTION	14
2.2 TYPES OF BUSINESS FORMATION	14
2.3 NATURE OF BUSINESS	14
2.4 MISSION	14
2.5 VISION	14
2.6 OBJECTIVE	15
2.7 ORGANIZATION CHART	16 – 17
2.7.1 Task Description	
2.8 MANPOWER PLANNING	18
2.9 SCHEDULE OF REMUNERATION	19 – 20
2.9.1 Schedule of staff	
2.9.2 Workers Intensive Scheme	

2.10 OFFICE LAYOUT	21
2.10.1 List of Office Equipments	
2.11 ADMINISTRATION BUDGET	23
3.0 OPERATION PLAN	24 - 42
3.1 INTRODUCTION	25
3.2 PROCESS FLOW CHART (Freshwater Prawn Farming)	26 – 35
3.2.1 Site Selection	
3.2.2 Construction of Ponds	
3.2.3 Purchases Seed of Fries	
3.2.4 Transportation to The Ponds (Stocking)	
3.2.5 Release of Fries	
3.2.6 Feeding Management	
3.2.7 Water Quality Management	
3.2.8 Monitoring Farming	
3.2.9 Harvesting	
3.2.10 Marketing	
3.3 PRODUCTION SCHEDULE AND MANPOWER REQUIREMENT	35 – 36
3.3.1 Operation Hours	
3.3.2 Organization Chart For Operational Section	
3.3.3 List of Manpower	
3.3.4 Schedule Of Remuneration	
3.4 MATERIAL REQUIREMENT	37
3.4.1 Raw Material	
3.5 MACHINE & EQUIPMENT REQUIREMENT	38 - 39
3.5.1 Machines & Equipments	
3.5.2 Other Operation Equipment	
3.5.3 Other Expenses	
3.6 OPERATION LAYOUT PLAN	40
3.7 LOCATION	41
3.7.1 Business Location	
3.8 OPERATION BUDGET	42

4.0 MARKETING PLAN	43 - 59
4.1 INTRODUCTION	44
4.2 PRODUCT DESCRIPTION	45
4.3 MARKET ANALYSIS	46 – 48
4.3.1 Target Market	
4.3.2 Market Size	
4.4 COMPETITORS ANALYSIS	49 – 51
4.4.1 Competition	
4.5 MARKET SHARE	52 – 54
4.5.1 The Market Share Before Aqua Fresh Resenbergii Farm Establish	
4.5.2 The Market Share After Aqua Fresh Resenbergii Farm Establish	
4.6 SALES FORECAST	55 – 56
4.6.1 Sales Forecast For First Year	
4.6.2 Sales Forecast for Three Years	
4.7 MARKETING STRATEGY	57 – 59
4.7.1 Product Quality / Services Strategies	
4.7.2 Price Determination	
4.7.3 Promotion Strategies	
4.7.4 Place Strategies	
4.8 MARKETING BUDGET	59
5.0 FINANCIAL PLAN	60 - 78
5.1 INTRODUCTION	61
5.2 OBJECTIVE FINANCIAL PLAN	61
5.3 FINANCIAL PLAN STRATEGIES	62
5.4 SOURCES OF FINANCIAL INFORMATION	62
5.5 BUSINESS BACKGROUND	62
5.6 ADMINISTRATION BUDGET	63
5.7 OPERATION BUDGET	64
5.8 MARKETING BUDGET	65
5.9 SALES AND PURCHASES BUDGET	66
5.10 PROJECT IMPLEMENTATION COST & SOURCES OF	67

INTRODUCTION

1.1 THE PROPOSED BUSINESS VENTURE

1.1.1 Name of Company: Aqua Fresh Resenbergii Farm

Our company named Aqua Fresh Resenbergii is company which rearing of freshwater prawns the one who are popular in our Malaysia market today. We choose the name of Aqua Fresh because it is refer to the habitat of this types of prawn, while resenbergii is refer to the types of prawn that our company planning to farming in our farm which scientific name of freshwater prawn.

1.1.2 Nature of Business

We are supplying the freshwater prawn to the local market such as the hotel industries, seafood restaurant and other market available in Sabah.

1.1.3 Industry Profile

Our company wants commercialized freshwater prawn farming which is using pond as a place for rearing the freshwater prawn. As a marketing strategy, we take the advice from the research centre available in Sabah like the Freshwater Fisheries Research Centre located in Sabah. When we start our business we are focusing the business at Sabah first than move to Sarawak. Our company plan to start our business at March 2012.

1.1.4 Location of Business

Our business will be held at Beaufort Sabah. The address for the state of our company is at *Kampung Klias Kecil, Peti Surat 719, 89807, Beaufort Sabah*. We choose this place as our business location because water source is available here as it is important in our business of making pond, for the purpose of transferring the freshwater prawn the location is near to the main road, this location is also strategic as it is near to Kota Kinabalu town where our main customer are all there.