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STUDIES

DIPLOMA in PUBLIC ADMINISTRATION

FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)

“BROTHERS OF CRAB”
BUSINESS PROPOSAL

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**BROTHERS OF CRABS**

SUPPLIER OF FRESH HARD AND SOFT SHELL CRABS

1.1 EXECUTIVE SUMMARY

BROTHERS OF CRABS is an agricultural food production company aimed to be the main producer and supplier of Soft Shell and Hard Shell Mud Crabs. To be a leader in crab production, a synergistic collaboration must be maintained between the company and the government through conjoined efforts of improving production level and technology. Systematic development based on Research and Development (R&D) from the government and developed technologies adapted will be sustainable and thus benefits all for generations to come.

Under the Third National Agriculture Policy 1998-2010 (NAP3), the agriculture sector is earmarked to be the third engine of growth after the industry and services (Ministry of Agriculture Malaysia, 1999). The main aim of this NAP3 is to maximize income from the agriculture utilization of resources and improved technology. Parallel in gearing NAP3, BROTHERS OF CRABS had taken appropriate strategies and moves towards realizing those aims, emphasizing to promote food production activities within mangrove area as it contributions to reduce huge food import bill. Besides aiding national policy, BROTHERS OF CRABS later will develop value-added products and promote investment, income and employment opportunities, supporting industrialization and rural development at the same time. Thus, surviving is crucial and BROTHERS OF CRABS will enthusiastically improve human capital along with extensive efforts of profit maximization.

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1.2 INTRODUCTION TO BUSINESS PLAN

According to the book, Fundamentals of Entrepreneurship (2006), Business Plan is a written document that serves as a blue print and guide for a proposed business project that one intends to undertake. As well explained in the book, Business Plan indicates business activities needed in establishing and running the proposed business, for example details of product or service, the market for the product or service, and the management of the business providing that product or service. Besides that, business plans also the platform for a business owner to measure success in meeting stated goals and objectives. Last but not least business plan is also an ideal tool for obtaining a loan from lending agency, or for attracting venture capital, allowing those institutions to review the background and details of the business for loan approval and investment decision.

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2.0 PURPOSES OF PREPARING BUSINESS PLAN

As explained earlier, having a Business Plan is important and it is prepared for various reasons. As a new competitive company, BROTHERS OF CRABS had prepared this Business Plan or Business Proposal for these purposes:

- ✦ **Allowing the partnership members to view and evaluate the proposed business venture in an objective, critical and practical manner.**

The Business Plan comes with solid information as a supplement to the planning and decision-making. Besides, BROTHERS OF CRAB Business Proposal attribute the partners in viewing the business venture in a more realistic and practical way.

- ✦ **To analyse and evaluate the stability of proposed venture.**

BROTHERS OF CRABS are venturing in the field of agriculture, a field of business that is being perceived by others for not making long run profits. Therefore, the Business Plan enables information gathering analysis to be done and can give early indication as to viability to the crab farming project.