



**UNIVERSITI TEKNOLOGI MARA SARAWAK
DIPLOMA IN PUBLIC ADMINISTRATION**

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)**

**"HAPPY FISH"
BUSINESS PROPOSAL**

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Table of Content

Content	Page
1. General Manager Plan	
• Executive Summary	1
• Introduction	3
• Purpose of the Business Plan	5
• Business Background	7
• Position and Total Share	9
• Shareholders' Background	10
• Partnership Agreement	20
• Logo	23
• Location of Happy Fish Sdn. Bhd.	24
2. Administrative Plan	
• Introduction to the Administration Plan	26
• Organization Vision and Organization Mission	27
• Organization Goals	28
• Administration Strategies	29
• Type of Building and Infrastructure	30
• Office Layout	31
• Introduction to the Organization	33
• Organization Chart	34
• Position and Number of Staff	35
• Job Description	36
• Working Hour Schedule	39
• Schedule of Remuneration	40
• List of Staff Fringe Benefits	41
• Remuneration for Administrative Staff	43
• List of Equipment	44



HAPPY FISH SDN BHD

EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Serian District Council area, we decided to specify our business in providing services to the public. Our group has come out with a partnership business plan which provides the freshwater fish supplier. Our organization will be known as happy fish company.

In order to establish this business plan, all four major aspects of the plan including administrative, operational, marketing and financial planning have to be taken into consideration. This is important for any establishment of a business plan because it can help to predict the viability of the business, to forecast success and also to propose strategies for marketing view.

In administrative plan, it helps to manage the overall business objectives and goals in order to accomplish the purposes of business plan. It also deals with the remuneration of staffs and their responsibilities in the organization. Besides that, the list of office equipments and administration budget are taken into consideration.

In operational plan, it helps to determine the process of operations in the business and will be presented by a flow chart format. This stage is where the manager has to prepare the schedule of operations so that it will make the operations run smoothly in productions. All the materials, machines and equipment, and manpower have to be listed properly according to the reasonable amount. Therefore, a layout plan and budget need to be prepared altogether with the expenses incurred in the business.



INTRODUCTION

Freshwater fish is known as among one of the source for protein in an everyday life. It is also know as an essential diet for one health. So because of that it is considered as an important diet to be preserved as to make sure it is enough for all. Nowadays because of people awareness of this fact and the increasing population of people, the government has taken some initiative to make sure that the supply of fish is enough. To overcome this problem the government have encourage Bumiputra to venture in this agricultural business especially in the fish pond sector. The government will have this sector of agricultural sector by giving a variety of incentive and giving their support for those who needed help also they will give training to this new owner to help them in their business. This is why our Happy Fish company venture in this activities in freshwater pond.

The second types of business that we have ventured are fishing site business. Fishing activities is increasingly being very popular in Sarawak, but the facilities for a commercial site of fishing for the whole family in a control and save environment is very limited. By looking at the current situation our Happy Fish Company have decide to venture in this fishing business to get the target market.

There are some criteria or conditions that are important for the company which involved in providing this service to the customers. Without these conditions, the business cannot run smoothly and objectives of the business cannot be achieved successfully. The conditions have to be fulfilled before the business started.



PURPOSE OF THE BUSINESS PLAN

The objectives of the business plan are:

1. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.

The collapse of many business ventures can be attributed to the decisions and planning of the entrepreneurs who rely more on emotions and gut feeling rather than objective and rational considerations. With a business plan the entrepreneur has solid and well-grounded information to supplement the planning and decision making process. This way, the entrepreneur has a more realistic and practical business plan.

2. To analyze and evaluate the viability of a proposed venture

A business plan can be used as a basis of determining the viability of a proposed business venture. The information gathering and analysis that is done as a part of preparing the business plan can give an early indication as to the viability of a project. Hence, the entrepreneur can make a better judgment before investing in the proposed venture.