

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)

W & H GROUP

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Executive Summary

Crab wholesaler or suppliers are not a new business in Malaysia. In Sabah where crabs are abundant, has lead to the opportunity of involving in such business since crabs are of great economic value for good. The potential for commercial production and the lure of high profits have accelerated our interest in this business.

The purpose of our business is to breed and supply crab at appropriate prices to fulfill the demands of the market. A general survey revealed that crab food products are a potential answer to the growing problem of world dietary animal- protein shortage. Thus, a possible business that can be developed from the survey is fish supplier. This include in our business objectives which is to help the local industry of crab based product obtained their crab supply. Also our business objectives is to compete with non-bumiputera wholesaler and supplier who monopolized the market. All these have bought us to a vision of becoming an outstanding bumiputera's company in Sabah which dealing with wholesales and supplies of crab of great extent.

From our observation, there is substantial market for fresh crabs as there are continuous and high demands for crabs everyday of regardless event. Therefore, this business has very wide market coverage.

Our company supplied crabs at different places of selected markets within Kota Kinabalu area. Crabs of required amounts are bought by lorries for daily supply to the target area. This has given us advantages to increase profit in our business compared to other wholesaler/supplier.

Our business project coat is RM 250,000.00. Some of material requirements are provided by Fishery Department. This has reduced overflow of money in our operation budget.



1.1 Introduction of business

W & H GROUP is a partnership company that organized by 5 partners. This business is focuses on producing and supplying the fresh crab. The breeding industry of sea based product or fishery using caging on water technique has become well known since last few decades. Prawn, fishery as well as Mud crab are suitable to be breded using this technique. The market demand of Mud crab nowadays is very good and with the advancing of the technology, the crab breeding industry is highly potential to be explored and developed.

The breeding of Mud crab (*Scylla serrata*) generally consist of two main activities that are regular breeding and fattening stage. The breeding process begins from new-born crab (1-6 months old) until its reach at the marketable size. Somewhere along this process the crab will experience shell moulting several times. The crab will continue while its shell is still soft. This process occur when the crab absorb water in the moulting process.

The fattening process occurs when the crab reached the marketable size and the process happen in a very short time period within 1 to 4 weeks only. The purpose of this process is to get the certain quality in order to increase the market prize of the Mud crab. This process to prevent the Mud crabs from changing its shell (moulting). The most suitable crab to undergo this process are female crabs that is having mature eggs and all crabs. The fattened Mud crabs have hard shell and more meat compared to regular crab. The crab that did not reach the marketable size during fattening process will be breed until its reach the preferable size. The bigger size of Mud crabs will get great price in the market. The female crabs that carry mature eggs will be transfer to another section until its eggs reach the maturity stage. Moulting process is prevented in this stage