



UNIVERSITI TEKNOLOGI MARA SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP (ETR 300)

BUSINESS PLAN PROPOSAL:

FRESH ENTERPRISE

CATFISH FARMING

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1.1 INTRODUCTION

1.1.1 Type of business

After decision making with all member of group, we choose the catfish with omega3 farming. We will produce and supplying according to the market demand nowadays. Our activities begin from until marketed to the customer. Type of business that we choose is partnership. Each member or partner of business will be contributing our capital for start our business.

We choose the catfish with omega 3 farming because omega3 only can get in Before starting this business, all of us go to the Sabah Agricultural Department to get information about how to farm the catfish with omega3 and others information.

1.1.2 LOCATION OF BUSINESS

The location for our catfish with omega3 farming is located at Kampung Bolong Lama, Tuaran. The site of location that we choose are strategic because type and topographic of land at the area is flat. To setup the catfish farm for catfish per year and for further expansion an area of about 4.0 ha is needed. This land contributed by Mawardi Abdul Gani as the business asset. The area is not far from the main road, about 500m from the site location to the main road.

1.1.3 DATE OF BEGINNING THE BUSINESS

Our business will start operate on 1st January 2010. These because can give us long time to prepare and more knowledge about catfish with omega3 farming.

1.0 THE PURPOSE OF BUSINESS PLAN

The purposes of preparing this business plan are:

- To evaluate the project viability and growth potential.
- To apply for loans or financing facilities from relevant financial institutions.
- To estimate the costs and sales of the business
- As a guidelines for the management department to supervise this business progress.
- To identify any possible problems and then try to find the best method to solve it.
- To allocate the business resources as efficient as possible.