



اَوْبَهُرْ سَبِيْقِيْ تَتِيْكَوْلُوْ رِيْجِيْنْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

LELECIIOUS ENTERPRISE

SUPPLIER OF CAT FISH

PREPARED BY

FACULTY AND PROGRAMME : FACULTY OF PLANTATION AND AGROTECHNOLOGY

SEMESTER : 5

PROJECT TITLE : BUSINESS PLAN

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PREPARED FOR:

MADAM SITI FARAH BINTI LAJIM

SUBMISSION DATE:

14TH DECEMBER 2018

LETTER OF SUBMISSION

Diploma in Planting Industry Management,
Universiti Teknologi Mara (UiTM) Mukah Campus,
KM 37, Jalan Oya, 96400 Mukah,
Sarawak.

Madam Siti Farah binti Lajim,
Lecturer of Entrepreneurship (ENT300),
Universiti Teknologi Mara (UiTM), Mukah Campus
KM.37, Jalan Oya, 96400 Mukah,
Sarawak.

Dear Madam,

SUBMISSION OF BUSINESS PLAN PROPOSAL

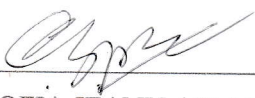
According to the title above, we would like to submit our business plan proposal on the name of "Leleicious Enterprise" for Entrepreneurship (ENT300) subject.


2. This report consists of important component and aspect that have been considered in the beginning of the business. It includes our business profiles, structure administrator, financial marketing and operation aspect plus other information regarding the business plan.

3. We hope that the business plan that we have prepared has fulfil all of the requirements and standard. We would like to thank for the guidance and time that madam has spend to go through our business plan.

With all efforts we hope that madam will consider and approve the business plan that we have prepared.

Sincerely,


(SOFIA JEANY AK AJAH)
General Manager,
Administration Manager,
Financial Manager,
Leleicious Enterprise.


(JELLINER AK SABA)
Operational Manager,
Leleicious Enterprise.



(SERA AK SLUNGGANG)
Marketing Marketing,
Leleicious Enterprise.

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Executive summary

Lelecious Enterprise will commence at 1 January 2019. It was developed to supply fresh catfish to the customers. We provide fresh catfish to the customer to satisfy their preferences. The product features is supply to retailer/supermarket and restaurant. The uniqueness of our product is we serve an organic fish without any chemical uses. The list of product also the customer able to choose fresh catfish from the farm based on their preference size of fish. We also provide packaging services for the customer who want the fish alive to keep its freshness.

The mission of Lelecious Enterprise is aims to provide the most fresh and high quality of catfish to the client and to get high income and recognizable by the client. Our company also have a vision. The vision to introduce the catfish to the worldwide market and to ensure there a lot of people know about it benefits. Our company aim to able gain maximum income that resulting high net profit to the business. Then, the objectives our company are we purchase only organic based materials for fish feed, always check on the condition of the fish, and always provide information about the products to the clients. We also want to maintain good relationship with client and make sure to only provide high quality of products. We also make sure the profit able to cover the cost.

The target market of Lelecious enterprise is around the Sibuluan area due to location our business. Lelecious Enterprise opens up the catfish supply which targeting to the retailer/supermarket and restaurant. It is because the number of population in Sibuluan may be increase from time to time.

Lelecious Enterprise anticipates sales of about RM324,000 profit in the first year. After a second year Lelecious Enterprise target to increase the 10% with RM326,400 profit. In year 3 we expect to increase to 20% RM388,800. The profit will increase every year because the number of supply catfish at is limited.

1.1 Introduction to the business

- i. **Name of the business:** Lelecious Enterprise
- ii. **Nature of business:** Partnership
- iii. **Industry profile:** Aquaculture Industry
- iv. **Business location:** No. 11 Lorong Salim 17, 96000 Sibul, Sarawak
- v. **Date of commencement:** 1 January 2019

- vi. **Factors in selecting the proposed business:**
 - We are interest in the aquaculture industry
 - Aquaculture industry give high income
 - Low number of competitor for catfish's business
 - High demand for catfish
 - Catfish provide many benefits to people

- vii. **Future prospects of the business:**
 - Able to introduce the business into the worldwide market
 - Able to provide the customers with good quality fish and get satisfied result from them