



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**DIPLOMA IN PUBLIC ADMINISTRATION**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**(ETR 300)**

**“CATFISH ZONE”**

**BUSINESS PROPOSAL**

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## EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Kota Samarahan 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, which is *ikan keli*. Our organization will be known as Catfish Zone 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 administration 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.

In marketing plan, the manager needs to meet the customer needs and demands by determining the target group of customers. Furthermore, she have to describe clearly the products or services which offered to the customers in order to estimate the market size and market share to be compared with the competitors in the same industry. Other functions of marketing manager are to plan the marketing strategies to attract customers for the services and to forecast sales profit for the company in the future.



## INTRODUCTION

Freshwater fish is known as among one of the source for protein in an everyday life. It is also known as an essential diet for one health. Because of increasing in the people awareness of this fact lately besides the increasing in the population in our country, the government has taken some initiative to make sure that the supply of fish is enough. To solve this problem the government have encourage the Bumiputera to venture in this agricultural business especially in the fish pond sector. The government will help in this sector by giving a variety of incentive and support for those who need helps. The government also provide training in the way to help the new owner of this business. This is why our company which is known as Catfish Zone venture in this business activities which is to establish the *ikan keli* or catfish ponds in tank.

*Ikan keli* or catfish or its scientific name, *Clarias gariepinus* contains with 0.51 gram per 100 gram of Omega-3 which is higher than the amount of Omega-3 in salmon, mackerel or trout. Besides that, it also contains with 9 to 12 per cent of fat which is belief higher than any fish.

There are some criteria or conditions that to be followed before we can establish this company and providing service to the customers. Without fulfil these conditions, the business cannot run smoothly and the objectives of the business cannot be achieved successfully.

The first condition that we have to follow is, the company have to obtain a business or trade license from the local authorities which responsible due to the company's location. The company also have to be registered and recognized by a particular department of government especially agricultural department and labour department. This is to ensure that the business is running in legal way and procedures.

Secondly, the needs and demands of the customers have to be identified in order to fulfil them. This can be achieved by providing services which they really needs and most preferred so that both parties may enjoy the benefits of providing and receiving services. When the demands are fulfil, the company can maximize profit of the business and may increase in the numbers of customers.



## INTRODUCTION TO THE ADMINISTRATION PLAN

Administration is the one of the most important position in the company and also the vital position whereby the administration is the one who are setting up a business that concern with the matter of resources and determine the process and achieving organization goals. Therefore in each and every organization or company, there is an administrator body that looks into the process of management to ensure that the organization can run smoothly.

The administration also is very important for internally management of personnel. The structure will well-defined the functional line and management relationship between all the staffs. A well- defined functional line also leads towards the effectiveness in execution of tasks. This is because the right duty and order being given to the right person to handle it.

The mission and vision of a company also set by the administration. Not only that, they are also ensuring that every resources is given out to every department fairly. In addition, the administrator must be able to communicate and cooperate with other department that can create good result to the organization.

Subsequence, this also will ensure the accuracy of information receive by the staffs since they are well organized. Therefore the administration structure will ensure an easy and smooth workflow line of the organization.

Administration has come with the goals principle and techniques in order to achieve our target goals. Based on it, we derived our mission, vision and goals of our company such as: