



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

BUSINESS PLAN

BLUE OCEANIA ENTERPRISE

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9 MARCH 2012

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BLUE OCEANIA ENTERPRISE (B.O.E)

About The Company

Blue Oceania Enterprise is the name for our company that we had been discussed together for a few days. We choose to give our company named Blue Oceania because of the colour of the blue peaceful and calming sea that we look as a symbol to our business operations, which include the peaceful working environment in the company.

Meanwhile, Oceania symbolizes the oceans that have waves. This symbolic show that the flow of the waves in the ocean is very smooth although there is a rocks that interfere the path of the waves but still it can go through it without even changing the flow of the direction. This create the public views that our business is also operates smoothly as the waves and nothing can break our spirit toward this business.

Our company main activity is to export the frozen rainbow sardines fish to Peninsular Malaysia as at there, the rainbow sardines fish is canned to make sardines. Other than that, this type of fish is suitable to make fish fertilizer. In addition, it also can be used to make keropok lekor. With this kind of opportunity, we believe that this business can achieve the goals within the first year sales.

Blue Oceania Enterprise is targeted on the growing public market. This is to ensure the success of our business company. We as the new comer in this retail industry strongly believed that this business has a high potential of succession. All it takes is just to believe, make the dreams come true, and have faith in God.

NUR ATIQA BT ARDIANSJAH

GENERAL MANAGER



BLUE OCEANIA ENTERPRISE (B.O.E)

The purpose for this business plan that we are doing is to ensure that we can allocate the business resources effectively. We want to satisfy our customer needs and wants. This is because we know that as a human being, our needs will not be enough in every aspect.

Besides that, this business proposal act as a guideline for the management for our company. The partnership agreement can be as a reference to all business partners. Furthermore, in this business plan it stated clearly the duties and responsibilities of each manager.

Other than that, by doing business plan, we know the growth potential if we set up our company. It also can evaluate the project viability.

Lastly, the purpose for doing business plan is that we know the amount of loans that we have to apply to set up the business. As a new comer in this business market, we clearly need loans to run the business activities.



NAME	
Nur Aisha Binti Alianah	General Manager
Nuraini Binti Amin	Administration Manager
Siti Fatimah Noor Binti Harta	Operation Manager
Yusliyani Binti Tahir	Marketing Manager
Nur Aisha Binti Amir Salleh	Financial Manager



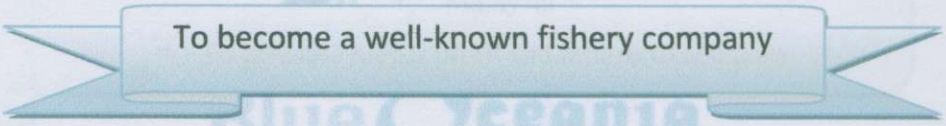
BLUE OCEANIA ENTERPRISE (B.O.E)

5.1 INTRODUCTION TO THE ORGANIZATION

5.1.1 Company vision:

Vision is a statement about what our organization wants to become. It should resonate with all members of this organization and help us feel proud, excited, and part of something much bigger than ourselves. A vision will stretch the organization's capabilities and image of itself. It gives shape and direction to our organization's future.

Realizing the important of vision, below are the visions for our company



To become a well-known fishery company