

MARA UNIVERSITY OF TECHNOLOGY
CAMPUS KOTA KINABALU

FUNDAMENTALS OF ENTREPRENEURSHIP ETR 300

BORNEO FISHBALL ENTERPRISE

PREPARED BY:

SITI HARIATI BINTI ABD HAMID	2004168348
NAZRI RAMSHAH BIN ABDUL BASAH	2004168243
HASNIAH BINTI MOHD YUNUS	2004352488
CAMELIA JAMES	2004352655
AHMAD SHAEZZAN BIN MOHAMED	2004167970

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Acknowledgement

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- Malaysian Agricultural Research and Development Institute (MARDI)

1.0. Introduction

In order to achieve Vision 2020, the government has taken several steps for local entrepreneurs to involve themselves in many endeavors. The Third National Agricultural Policy (1998-2010) was implemented to ensure agricultural and forestry development that encourages farmers to use modern agricultural technique through the integrated system that combines a cultivation, fishery and husbandry with agro-tourism. Besides, according to National Industrialization Policy, it encourages developing industries in selected areas especially on the east coast of the Peninsular and in town like Kota Kinabalu and Sandakan, Kuching and Bintulu.

Fish contributes to more than 50% of total animal protein intake in Malaysia. The demand for this commodity is on an upward trend following an increase in the population. The demand for fish and fishery products for 2010 is estimated to exceed 1.5 millions metric tones. This increase is based on the acceptance of this commodity as a health food. Therefore, through fishery we decide to set up Borneo Fish Ball Enterprise and do the manufacturing of the fish ball.

the business will not be dissolved.

Why Fish Ball

1. People eat food everyday, including fish ball in order to survive.
2. Market demand for fish ball is increasing daily as population increases.
3. To reduce unemployment among university graduates.
4. To increase and provide sufficient food resources for the people.
5. To optimize the use of the country's natural resources, which are, fishes.

9. If the partner has an intention to contribute an additional capital, the partner must inform the others partner so that the agreement between partners can be made.

10. Each member will be actively involved in operation and will each hold a specific position as follow:

Siti Harizat Abd Hamid

General Manager

Ahmad Shazazan Mohamed

Partner 1

(Financial Manager)