



**MARA UNIVERSITY OF TECHNOLOGY**  
**SABAH BRANCH**

**FISHERIES MANUFACTURING**  
**MEMPROSES BEEOLA IKAN**

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## ACKNOWLEDGEMENT

### PREFACE

First and foremost, I praise to Allah SWT with THE WILLINGNESS that we as students and future bumiputera entrepreneurs are proud because we successfully completed our business report. The preparation of this business plan is a prerequisite of ETR 300 course.

A general comment on the process of finishing our business plan is not as easy as we thought. We have experienced happiness and sadness working as a team and also the behaviors of concerned parties whom we have indirectly work with. Nevertheless, we appreciated the cooperation, information, explanations and comment that those unmentioned names have given us. We treasured the valuable moments and experiences that we gained from them.

Finally, we hope all effort that we have contributed in finishing our business plan could satisfy the concerned parties. We cannot promise that this report is the best. It is human nature along the way there may be weaknesses could not be avoided. However, comments, opinions and suggestions provided by those who have directly as well as indirectly offer their assistance are very helpful in the improvement of the quality of this business report.

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## SECTION 1: EXECUTIVE SUMMARY

The name of our business is Fisheries Manufacturing that processed surimi (fish meat) into fish ball. Even though there are one or two individual market sellers, our business will be venturing into a bigger market scale. Since we are processing surimi into fish ball, our business is a manufacturing-based business and a wholesaler. Processed surimi will be sold to our main customers that are restaurants and hotels within the area of Kota Kinabalu, Kota Kinabalu market and Tuaran Market. Our factory is located at the KKIP area. The area was selected because of the availability of facilities such as telephone, highway, water resources, and it is near to Sepanggar port. The business will commence on 1<sup>st</sup> Jan 2007. The factor in selecting this business is because nowadays, fish ball has become a favorite dish in Sabah particularly among the local and tourists. In the future, we hope to expand our business that is to be able to market our product not only to the Sabahan but also to venture into Malaysian market as well.