

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
( ETR 300 )

HARVEST MOON ENTERPRISE

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## 1.0 EXECUTIVE SUMMARY

As to look forward to become a develop country status by the year 2020, Malaysia recognizes the significance of sustainable aquaculture as an integral part of efforts to develop its natural resources. On the way Malaysia is putting up effort to increase its aquaculture production.

Malaysia has a coastline of 4800 km. Within this the mangrove forest covered about 641,000 ha. A big portion is located in Sabah or 57 percent of the share. On climate side, average temperature is between 21 to 32 degree Celsius. Humidity is high. Rain tends to occur between November to February on the north-eastern Sabah. With its favorable climate supported by a vast resources Sabah has a great potential for aquaculture development.

For this purpose we Harvest Moon Enterprise were interested to explore and develop this mussel's project. With the help from the government sector such as the Jabatan Perladangan and Jabatan Perikanan Sabah, Harvest Moon Enterprise could be one of the largest enterprises regarding the aquaculture of green mussels in Sabah and Malaysia respectably.

We choose this business because the needs and demand is high among customer especially the tourist that visiting the state. We choose the partnership form of business because we need to seek the additional modal to setup this business.

By doing so, our country can reduce the import from other country. Beside the traditional role as food supply for the country the sector is trust to enhance food security thus need to increase it production and contribution. Secondly is to become an engine which has to contribute to national income and export earnings. It also can promote the Tahun Melawat Malaysia as more tourist visit and can know the delegacy of Malaysia product. Lastly, it can maximize income of the producers and poverty alleviation.