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IKAN SEGAR ENTERPRISE

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<b>EXECUTIVE SUMMARY</b>	<b>1</b>
<b>1.0 INTRODUCTION</b>	<b>2</b>
1.1 Fish Facts We Should Know	3
1.2 Purpose of Business Planning	6
1.3 Company Background	7
1.4 Partners Background	8
1.5 Contract Agreement	13
1.6 Location of the Business	12
<b>2.0 ADMINISTRATION PLAN</b>	<b>18</b>
2.1 Introduction to the Organization	19
2.2 Organization Chart	20
2.3 Manpower Planning	21
2.4 Schedule of Tasks and Responsibilities	22
2.5 Schedule of Remuneration	23
2.6 List of Office Equipments	25
2.7 Administration Budget	26
<b>3.0 MARKETING PLAN</b>	<b>27</b>
3.1 Profile of Product or Services	28
3.2 Target Market	29
3.3 Market Size	30
3.4 Competition	31
3.5 Market Share	34
3.6 Sales Forecast	40
3.7 Marketing Strategies	69
3.8 Marketing Budget	72

<b>4.0</b>	<b>OPERATION PLAN</b>	<b>73</b>
4.1	Operation process	74
4.2	Process Flow Chart	75
4.3	Material Requirements	77
4.4	Manpower Requirement	77
4.5	Machine and Equipment	78
4.6	Operation Layout Plan	79
4.7	Location	82
4.8	Operation Overhead	83
4.9	Operation Budget	84
<b>5.0</b>	<b>FINANCIAL PLAN</b>	<b>85</b>
5.1	Administration Budget	87
5.2	Marketing Budget	88
5.3	Operational Budget	89
5.4	Sales And Purchase Budget	91
	Project Implementation Coast Schedule	93
	Sources of Funds Schedule	93
	Fixed Assets Depreciation Tables	95
	Loan Amortisation Schedule	97
	Hire Purchase Repayment Schedule	97
	Proforma Profit and Loss	101
	Proforma Balance Sheet	102
<b>6.0</b>	<b>CONCLUSION AND RECOMMENDATION</b>	<b>105</b>
	<b>APPENDICES</b>	<b>106</b>



## **EXECUTIVE SUMMARY**

Fish wholesaler or suppliers are not a new business in Malaysia. In Sabah where fishes are abundant, has lead to the opportunity of involving in such business since fishes are of great economic value for good. The potential for commercial production and the lure of high profits have accelerated our interest in this business.

The purpose of our business is to supply fishes at appropriate prices to fulfill the demands of the market. A general survey revealed that fishery food products are a potential answer to the growing problem of world dietary animal-protein shortage. Thus, a possible business that can be developed from the survey is fish supplier. This include in our business objectives which is to help the local industry of fish based product obtained their fishes supply. Also, our business objective is to compete with non-bumiputera wholesaler and supplier who monopolized the market. All these have brought us to a vision of becoming an outstanding bumiputera's company in Sabah which dealing with wholesales and supplies of fishes of great extent.

From our observation, there is a substantial market for fresh fish as there are continuous and high demands for fish everyday of regardless event. Therefore, this business has very wide market coverage.

Our company supplied fishes at different places of selected markets within Kota Kinabalu area. Fishes of required amounts are brought by lorries for daily supply to the target area. This has given us an advantage to increase profit in our business compared to other wholesaler / supplier.

Our business project's cost is RM 160 000.00. Some of material requirements are provided by SAFMA. This has reduced overflow of money in our operation budget.



## 1.1 Fish Facts We Should Know

### i. **The colder the water, more nutritious and safer the fish.**

Coldwater fishes, such as salmon and tuna, contain more of the omega 3 fatty acids, DHA, and EPA than do fish from warm waters, such as catfish. As a general guide, the warmer the water the lower the oil content of the fish.

### ii. **Fish is good heart food.**

Some fish are high in heart-friendly cholesterol-lowering fish oils. Omega-3 fish oil has been linked to reducing the total blood fats, reducing LDL cholesterol and raising HDL cholesterol. Fish oils are good for the heart. They keep the platelets, the saturated fatty acids, and cholesterol from sticking together and clogging arteries, contributing to heart attacks and stroke. After all, fish fats are called oils, meaning they flow rather than sit. One study showed that one serving of salmon per week cut the risk of heart attack in half. In another study, researchers who followed more than 20,000 male physicians between 40 and 84 years of age for eleven years found that those who ate fish once week were 52 percent less likely to die of fatal cardiac arrhythmia than those who consumed fish less than once month. The heart-friendly effects of fish oils seem to be related to their ability to lower total cholesterol, raise HDL and lower LDL. Since fat actually seems to be good for people, might this cast some doubt on the conventional nutritional wisdom that a high fat diet contributes to heart disease. As evidence look at the Eskimo, who have diet very high in fat, yet have lower levels of cardiovascular disease. It is also true that most people who eat fish regularly have healthier lifestyles and diet in general.