

UNIVERSITI TEKNOLOGI MARA

TKT 1, Kompleks SEDCO, Kg Air,

Jalan Laiman Dai, 88000, Kota Kinabalu,

Date: 28 APRIL 2010

SABAH

ETR 300

FUNDAMENTAL OF ENTREPRENEURSHIP

SEDEC coordinator,

Universiti Tekn-

Sabah Branch,

Lot 601 bag 71,

88007 Kota Kinabalu,

Sabah,

Dear Mom,

DECEMBER – APRIL 2010

SADA BORNEO ENTERPRISE

SUBMISSION OF BUSINESS PLAN

PREPARED BY:

AZHARI ABDUL RAHMAN

2007141083

ERLIN MAITIN

2007141075

MERRYANA KINTI

2007141057

MD FAIZUL FAZWAN ABD RAHMAN

2007141105

PRUAN PETRUS

2007141125

3. Hopefully this business plan can be as the guidance for those who want to start a business.

Thank You.

SALINAN FOTO TIDAK DIBENARKAN

Table of Contents

3

| | |
|---|-----------|
| Acknowledgement | 9 |
| 1.0 Fishing Industry industrial review | 10 |
| 1.1 Commercial sector | 11 |
| 1.2 World production | 11 |
| 1.3 Commercial fishing | 12 |
| 1.4 Fish farming | 12 |
| 1.5 Fish processing | 13 |
| 1.6 Fish products | 13 |
| 1.7 Fish marketing | 14 |
| 1.8 Malaysia fishing industry | 15 |
| 1.8.1 Sector overview | 15 |
| 1.9 Sabah fishing industry | 16 |
| 1.9.1 Sabah fisheries and aquaculture status | 16 |
| 2.0 Executive summary | 20 |
| 3.0 Business plan purpose | 22 |
| 4.0 Background of the business | 24 |
| 5.0 Company name and logo | 25 |
| 5.1 Description of logo | 26 |
| 6.0 Owner background | 27 |
| 6.1 General manager | 27 |
| 6.2 Administrative manager | 28 |
| 6.3 Marketing manager | 29 |
| 6.4 Operation manager | 30 |

| | | |
|--|-----------|----------|
| 6.5 Financial manager | 31 | 4 |
| 7.0 Partnership term agreement | 32 | |
| 8.0 Administration plan | 38 | |
| 8.1 Introduction to the organization | 39 | |
| 8.1.1 Business address | 41 | |
| 8.1.2 Location plan | 42 | |
| 8.2 Objective of administration | 43 | |
| 8.2.1 Vision | 43 | |
| 8.2.2 Mission | 43 | |
| 8.3 Strategies to the business | 45 | |
| 8.4 Organization structure | 46 | |
| 8.4.1 Organization chart | 47 | |
| 8.5 List of administration personnel | 48 | |
| 8.6 Schedule of task and responsibilities | 49 | |
| 8.7 Working hours | 52 | |
| 8.7.1 Office hour | 52 | |
| 8.7.2 Business hour | 52 | |
| 8.8 Schedule of remuneration | 53 | |
| 8.9 Employees incentive scheme | 54 | |
| 8.10 List of office equipment | 56 | |
| 8.10.1 Fixture and fitting | 56 | |
| 8.10.2 List of stationary | 57 | |
| 8.11 Contributing of partners | 58 | |
| 8.12 Administration budgets | 59 | |

2.0 Executive summary

Today we have various business activities that existed in our country especially in Sabah. An entrepreneur is a person who acts as agent in transforming demand into supply, the entrepreneur acts as an economic agent who transforms resources into products and services. The entrepreneur transforms and gives added value.

However, the entrepreneurship can decide what type of business that they want to do such as in term of product only, service only or can be product and services. A good entrepreneurship will try to create a new idea in their business to gain more profit and get ready if their business get loss. Business up and down will depends on the management running by entrepreneurship itself in their business activities.

After done by a research, we decide to come out to become the supplier of the seafood product. Before make a decision we already made serve and find the information about this kind of business to know weather this activities have the higher opportunity in our county by focus in Sabah. We stand the name of our company namely SADA BORNEO ENTERPRISE which establish as a partners' company start on 1 January 2011.

We are very excited to run this business field because through this business we can achieve our goal. We realize that people taste are more likely to eaten a seafood product. This type of business has an opportunity to gain profit and directly contribute in the economic development in our country.

SALINAN FOTO TIDAK DIBENARKAN

3.0 Business plan purpose

SADA Borneo Enterprise has their own purposes or reason on their business plan. This business plan is prepared by SADA Borneo Enterprise in order to ensure that our business can come forward together with the existed market especially in Sabah.

Firstly, the business plan becomes a guideline in management and administration with the strategy and method as stated in written business plan. This guideline helps us to follow the right step and to avoid any wastage or loss. Furthermore, it is also act as layout of future direction of our business and we can take action and effort to achieve our objective.

Secondly, this business plan is written to evaluate the performance of our business. We will examine our business in all perspective such as marketing, finance and operations. When we know the strength and weaknesses of our business, we can expect that whether our business have opportunity to compete with other market at outside world. By determine the strength we can improve it but the weaknesses we can reduce and make become better.

Thirdly, with this business plan it will be easier to us to control the operation of our business. By having a schedule, the operation of our business will run smoothly and systematically. This can avoid bedlam situation that can emerge a conflict between the partners in our business. Beside that, a clear schedule planning make the operation arrange properly.