

UNIVERSITI TEKNOLOGI MARA (UITM)
SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

BUSINESS PLAN
' PUTIK MUD CRAB ENTERPRISE '

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JANUARY - APRIL 2011

NO	TOPIC	PAGE
	SUBMISSION LETTER	1
	ACKNOWLEDGEMENT	2
1	1.1 EXECUTIVE SUMMARY 1.2 PURPOSE OF THE BUSINESS PLAN 1.3 PARTNERSHIP TERMS AGREEMENT 1.4 COMPANY BACKGROUND 1.5 COMPANY LOGO 1.6 VISION & MISSION 1.7 OWNERS BACKGROUND 1.8 LOCATION OF THE BUSINESS	3 4 5-6 7 8 9 10 14
2	2.0 ADMINISTRATION PLAN 2.1 INTRODUCTION TO THE ORGANIZATION 2.2 TYPES OF BUILDING AND INFRASTRUCTURE 2.3 ORGANIZATION CHART 2.4 WORKING HOURS 2.5 ADMINISTRATION PERSONNEL 2.6 TASK AND RESPONSIBILITIES 2.7 REMUNERATION 2.8 CONTRIBUTION OF ASSETS 2.9 OFFICE FURNITURE 2.10 ADMINISTRATION BUDGET	15 16 17 18 19 20 21 22 23 23 24 26
3	3.0 MARKETING PLAN 3.1 INTRODUCTION 3.2 MARKETING VISION 3.3 MARKETING OBJECTIVES 3.4 MARKET FORM 3.5 TARGET MARKET 3.6 MARKET SIZE 3.7 COMPETITIONS 3.8 MARKET SHARES 3.9 SALES FORECAST 3.10 MARKETING STRATEGY 3.11 MARKETING BUDGET 3.12 PUTIK STRENGTH 3.13 DESIGN	26 27 28 28 29 30 32 35 40 44 48 51 53 54

	4.0 OPERATION PLAN 4.1 INTRODUCTION 4.2 FACTORS OF SELECTING THE LOCATION 4.3 OPERATION OBJECTIVE 4.4 OPERATIONAL PROCESS 4.5 PROCESS PLANNING 4.6 OPERATIONAL HOURS 4.7 LIST OF OPERATIONAL PROCESS 4.8 DISEASE AND MEASURE CONTROL 4.9 CRABS MANAGEMENT 4.10 OPERATION PLAN LAYOUT 4.11 OPERATIONAL PLAN PROCESS 4.12 OPERATION BUDGET 4.13 LOCATION	56 57 58 59 59 40 61 64 67 71 73 78 82
	5.0 FINANCIAL PLAN 5.1 INTRODUCTION 5.2 FINANCIAL PLAN OBJECTIVE 5.3 FINANCIAL FUNCTION 5.4 FINANCIAL PLAN STRATEGIES 5.5 THE PROCESS OF DEVELOPING A FINANCIAL PLAN 5.6 SOURCES OF FINANCIAL STATEMENT 5.7 PROJECTED EXPENDITURES 5.8 PROJECTED SALES AND PURCHASES 5.9 COLLECTION FOR SALES AND PURCHASE 5.10 DEPRECIATION METHOD 5.11 RATE OF TAXATION 5.12 SOURCE OF FINANCE 5.13 PROJECT IMPLEMENTATION COST AND SOURCE OF FINANCE 5.14 ADMINISTRATIVE BUDGET 5.15 MARKETING BUDGET 5.16 OPERATIONS BUDGET 5.17 DEPRECIATION SCHEDULES 5.18 LOAN & HIRE-PURCHASE 5.19 PRO-FORMA COST 5.20 PRO-FORMA INCOME STATEMENT 5.21 PRO-FORMA BALANCE SHEET 5.22 FINANCIAL RATIO ANALYSIS	84 85 85 85 85 86 86 87 88 89 91 92 93 92 93 94 95 98 104 107 108 109 110
	APPENDIX	

1.1 EXECUTIVE SUMMARY

The company's name is Putik Mud Crab Enterprise. This business is about provided mud crab product that shells less crab especially in Sabah market. Putik Mud Crab Enterprise actually involve in the manufacturing industry. We farm the mud crab and sell it in the local market. The reasons we choose this type of project because it has high potential in the market and we choose strategic place for this industry at No. 23, Lot 1, Block 8, Jalan Pelabuhan, Tanjung Lipat, 88000 Kota Kinabalu, Sabah. We consider the place as a strategic place because it easy to supply for local market. We suggest that we open our business on 1 January 2012.

Our reason for choose this business because in Malaysia and specifically in Sabah there are no strong competitors. There are great opportunities that must be grabbing by us because a successful entrepreneur is always find and use the opportunity in front of them. As the supply on crabs especially mud crabs in Kota Kinabalu are less in competitor but are huge in market size, we are hoping that we will be one of the leading suppliers of crabs in Sabah. Meanwhile, as a new company in this arena of agriculture, we will definitely have to put more effort on the marketing as we need to achieve establishment, trust and loyal customer in buying our crabs.

As one of our long run in the business, we are hoping to be able to stretch out our product by exporting crabs on targeted country. This will ensure to cost more on budget as we need more capital in order to give enough supply on our targeted market.

1.2 Purpose of the Business Plan

The purposes of preparing the business plan are:

- To apply and convince any relevant and legal financial institution to support the company by giving the loan.
- To allocate all the resources efficiently without waste.
- To guide the management department to supervise this business progress.
- To forecast and estimate the costs and sales of the mud crab in the market.
- Opportunity to us to convey our ideas and develop it towards the successful entrepreneur.