



UNIVERSITI TEKNOLOGI MARA SARAWAK

CATFISH AQUACULTURE WORLD ENTERPRISE (C.A.W.E.)

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1.0 EXECUTIVE SUMMARY

We supplying and selling a good varieties of catfish to all people and who are interested to reared catfish by their own. Catfish Aquaculture World Entreprise (CAWE) is developed because of the higher demand of catfish in Malaysia. This is because Malaysian love to eat fish. They prefered fish more than other meats in the market. Fish is more cheap than other meats. As we know, fish contains high nutrients such as proteins. Plus, catfish is very useful to people. This is because catfish can produce foods and medicine. Besides that, in Mukah area there is still less people doing this business. Therefore, we exist with CAWE to fulfill the demand and market of good varieties of catfish to satisfied our customers.

CAWE is in form of partnership between 4 friends. They are graduated from MARA University of Technology (UiTM) with Diploma in Planting Industry Management for 3 years ago. The qualification make them confident to open 2 hectare of Catfish Aquaculture World Entreprise (CAWE) that are located at Jalan Oya, 96400 Mukah. The marketing is focused on Dalat, Matu, Oya, Igan and Mukah. When our company start to growth, we wanted to continue and expand our business to satisfy and fulfill our customers need.

Financial analyse show that our company will have both positive cash flow and profit in the first year. We expected that our profit and loss in the first year is 4.55%.



2.1 INTRODUCTION TO BUSINESS PLAN.

Business plan is a written document that serves as a blueprint and guide for a proposed business project that one intends to undertake. Business plan is used to predict viability, forecast success and propose strategies for the project.

“Catfish Aquaculture World Enterprise” is name of our company which is form in partnership. Our business plan is focus more on supplying and selling catfish. We supply and sell a good varieties of catfish to our customers and who are interested to rearing catfish by their own.

In Malaysia, we called catfish is **ikan keli** but certain places such as Selangor is “**ikan semilang**”. There are many types of catfish that can be found in market such as **ikan keli kayu**, **ikan keli bunga**, **ikan keli eksotika**, **ikan keli limbat** and **ikan keli memah**. Their scientific name is *Clarias melanoderma*, *Clarias Leiacantusthus*, *Clarias neuwhofi* and *Clarias teesmanii*. But, *Clarias batrachus* is the most popular among the others species. Catfish is under family Clariidae and genus Clarias. Catfish in Indonesia known as **ikan lele** while in Sumatera it is called **ikan kalang** or **ikan limbek**. In our business, we focus more on species *Clarias batrachus* (**ikan keli kayu**), *Clarias macrocephalus* (**ikan keli bunga**) and *Clarias gariepinus* (**ikan keli afrika**).

The demand of catfish is higher than other fish. This is because it is cheap and easy to get. They can buy or eat catfish whenever they want. But compared to fish from the sea, sometimes the fisherman cannot catch a lots of fish. They also cannot going to the sea during rainy and wind season. So, during this period people will searching for fish. That why we exist with catfish to fulfill our customers demand. Catfish is easy to get and it is not depend on weather or seasons. You can get it whenever you want.



2.2 PURPOSES OF A BUSINESS PLAN.

The Business Plan is prepared for various reasons. Among the main reasons are :

- 1. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.***

The collapse of other business ventures can be attributed to the decisions and planning of the entrepreneurs who rely more on emotions and gut feeling rather than objective and rational considerations. With a Business Plan the entrepreneur has solid and well grounded informations to supplement the planning and decisions making process. This way, the entrepreneur has a more realistic and practical business plan.

- 2. To analyse and evaluate the viability of proposed venture.***

A Business Plan can be used as a basis of determining the viability of a proposed business venture. The information gathering and analysis that is done as part of preparing the Business Plan can give an early indications as to the viability of a project. Hence, the entrepreneur can make a better judgement before investing in the proposed venture.

- 3. To convince relevant parties of the investment potential of the project.***

The business plan can be used as a communication tool to convince potential investors of the viability of a proposed venture. The availability of a Business Plan will boost the confidence of interested parties to finance partially or fully the cost of the venture. Potential investors include financial institutions, private/individual investors, suppliers and government agencies.