



PROJEK IKAN AIR TAWAR

AQUA BLUE VILLAGE COMPANY

Lot 501, Kampung Terusan Jeram,
Jalan Pak Badol, 16400 Pasir Putih,
Kelantan.

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COVER LETTER

The cover letter will explain all about our business plan. It is written documents that serve as a blueprint and guide for a proposed business project that one intends to undertake. The information gathered regarding the project is used in business plan to predict viability, forecast success and proposed strategies for the project. The Aqua Blue Village business plan was prepared for the audience like our partnership, bankers, investor, the customer and our lecture, Madam Nik Noor Hashimah. The purpose of preparing this business plan is to make us easy to evaluate our objective and know what we need for our company. Beside that, we also want to analyze whether the business have potential to go forward or not. More than that, we want to give the good concept to our audience that the business can grow and success. The business plan also will be used as a guideline to handle the operation in our business. In the future, we hope that our business plan will be acceptable by the audience and our business will become well known by another people. Beside that, it also will bring a lot of profit for the partner.



1.0 **INTRODUCTION**

Aqua Blue Village is a company which making profit by breeding the river fishes such as 'ikan Patin', 'ikan Keli' and 'ikan Talapia'. Our company is a combination of five persons who are;

- 1) Nur Hazyyah Nural Anuar
- 2) Rohaida Ariffin
- 3) Nursabila Ramli
- 4) Saidatul Noor Akmar Saidina Ali
- 5) Nur Diana Ahmad Azmi

We share the same vision, mission and objectives in order to commercialize these types of fishes to the outside of country. In order to commercialize this field to over the country, we have to alert the society about this type of fish that highly demand nowadays. Keli, Patin and Talapia are just three type of fish that the fish maniac' got crazy for. We have to make an approach to the society in order to them to real live that there are many other types of fishes which are greater that the sea fish which can be commercialize.

Our product which being produced is user friendly because we feed these fishes with nutritional diet such as SHOORI (protein 45%, fat 4%, fiber 2%, ash 11% and moisture 11%) and AGARU (protein 48%, fat 6%, fiber 6%, ash 12% and moisture 11%) so that we can ensure the products that we produce for our customers is safe and healthy also lawful especially for our Muslim target customers. Our fishes also are provided with healthy environment and we also prepared and provide for the fishes, a special clinic to treat the fishes and make sure the pH of our water is suitable for the fishes' growth.



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We also make sure that our site project always clean from any

dirty which can effect the fishes' growth. In order to make our customers more belief in our products or the way we produce the products, everyone in these partnerships project must attend the seminar about the fishes and know a lot about the way to breed the fishes. Our workers who work in our site project also are the professional workers who took the several courses about how to breed the fishes.

The location of this project is in Pak Badol, Kota Bharu, Kelantan. We choose this site because of the geographical face of the place. The place that we choose is high place which is near the hills and rivers. The reason why we choose the high place is for the safety for the ponds that we setup are safe from the flood. With this, the fishes that we rare are safe and the dirty water from floods do not come into our site.

The other reason why we choose the place near the river is because it easier for us to make sure the water irrigation at the ponds is flow smoothly. All the species that live in the water do all the activities in the water. So that, fishes rely to the water to get the oxygen for their breathing process, get their food and growth. Fishes also rely to the water for balance the salt that contain in their body, discharge the toxic for their excreting and breeding process. Because of that, the breeder must know understand about the quality of water either in physical and chemical aspect. The successful of the aquaculture rely on the good quality of water.

The building at our site project is an office building, a store and also a clinic or firmware. The width range to our site is over and less two acres which can place three ponds and three buildings. A building, which is our main office, is located at in front and near the