



**UNIVERSITI TEKNOLOGI MARA  
DEPARTMENT OF QUANTITY SURVEYING  
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING,  
UITM (PERAK).**

**FUNDAMENTALS OF ENTREPRENEURSHIP ( ENT300 )**

**ASSIGNMENT : BUSINESS PLAN**

<b>COURSE</b>	<b>: FUNDAMENTALS OF ENTREPRENEURSHIP</b>
<b>COURSE CODE</b>	<b>: ENT300</b>
<b>LECTURER</b>	<b>: PN NUR HAZWANI ZOLKIFLY</b>
<b>GROUP</b>	<b>: AAP114 4L</b>

<b>MATRIC NO.</b>	<b>NAME</b>
2018258652	SITI AISYAH BINTI ABDUL RAHMAN

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## EXECUTIVE SUMMARY

The Nelayan Enterprise is a company that providing fresh and high-quality seafood to our customers but at the affordable prices. We offered products that are very commonly used by our customers such as prawn, squid, and a variety of fish.

We targeting customers among housewives and women as our main target market. We also provide online purchase besides customers can walk-in into our shop. Besides that, we can deliver customer's orders to their house.

Our business need to be grown over the year. Our competitive advantages are we have the ability to manufacture products at the lowest cost. Besides that, our shop has a great geographical location because it can be reached easily.

The management of The Nelayan Enterprise consist of 5 lead managers which are Aisyah, Dayana, Ramizah, Adriana, Muhammad Faiz, and Arif Amran. Our workers have extensive experience in accounting, finance, operating and sales marketing.6 of us will take the role responsible together even we have a different scope of work.

After we produce the products and it gets a lot of attention from local, we will extend our business all over the Malaysia market. The Nelayan will always provide satisfaction to our beloved customers

## **1.0 Business Description**

a ) Name of company : The Nelayan Enterprise

b ) Factors in selecting the proposed business :

- High demand of fresh seafood
- Community in the business area
- Income potential
- Easy to purchase the supply

## **1.1 Company Background**

a) Name of the Organization : The Nelayan Enterprise

b) Business Address : Lot 39 Taman Coral Heights , 70400 . Seremban ,NSDK

c) Website/e-mail address : TheNelayan.com,my

d) Telephone Number: 011-2311 5421

e) Form of Business : Sole proprietorship ( Single owner )

f) Main Activities : Providing fresh seafood at affordable price

g) Date of Commencement : November 2020

h) Date of Registration : October 2020

i) Name of Bank : Maybank Berhad

j) Bank Account Number : 155136872241

## 2.0 OWNER DESCRIPTIONS



<b>Name of Owner/Partners</b>	SITI AISYAH BINTI ABDUL RAHMAN
<b>Identity Card Numbers</b>	000607-05-0128
<b>Permanent Address</b>	NO 39 JALAN 1 KAMPUNG BARU BUKIT TEMIANG,70200,SEREMBAN,NSDK
<b>Correspondence Address</b>	NO 174 LORONG 1/4 TAMAN DESA KIARA,70200, SEREMBAN , NSDK
<b>E- Mail</b>	stasyhcoups@gmail.com
<b>Telephone Number/Fax Number</b>	011-2310 2451 / 06-3142 3987
<b>Date of Birth</b>	07 JUNE 2000
<b>Marital Status</b>	SINGLE
<b>Academic Qualification</b>	DIPLOMA IN QUANTITY SURVEYING
<b>Course Attended</b>	MICROSOFT OFFICE AND MBA MARKETING
<b>Skills</b>	<ul style="list-style-type: none"><li>• COMMUNICATION SKILLS</li><li>• COMPUTER SKILLS</li><li>• BUSINESS SKILLS</li></ul>
<b>Experiences</b>	USED TO WORK AT 7-ELEVEN MALAYSIA
<b>Present Occupation</b>	STUDENT
<b>Previous Business Experience</b>	FOOD BUSINESS