



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
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FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300



PRO SWIMBAIT & CO.

Pro SwimBait

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SWIMBAIT

FISH ON

EXECUTIVE SUMMARY

PRO SWIMBAIT & Co. is a start up organization that offer a new invention to catch predatory fish which is promoted the full-feature and fulfil the requirement of the fishers. PRO SWIMBAIT & Co. will grow into a business with outstanding sales in three years. The company was operated for over three years when the owner of the company which is Mr Muhammad Hidayat bin Ismail choose to form the venture of business '& Co.' company with another three partner which are Mr Muhammad Izz bin Husaine, Mr Nik Muhamad Hazwan bin Nik Imran and Miss Nurul Hazirah binti Mohd Arham.

Nowadays, the lure or swim bait has been a main concern of the fishers because of different types of fish need a specific lure for it. The fishers realize that choosing a lure or a swim bait is the main priority and try to choose the best lure for a big catch. The new innovation which is the material that been used to make the lure was wood for its body. The wood that is used is high quality and the weight of is suitable for every type of water. Moreover, the lure will float when the caster pull it fast, anglers call it as top water casting but if they pulled it slow, the lure will swim under the water which is called as bottom casting. It is free to move depends on the user. Besides, for the hook is made from forged hi carbon and vanadium steel treble which makes the lure strong, durable and user friendly. It can hold strong pulling from the fish. The best material that is used to make it durable. When casting at any spot, the fish that will chase the lure usually have an extreme mouth that can cause damage to the lure but not for the Pro SwimFish.

The competition between the other companies would not effect our company given it is a new product but in future, it may cause a great competition where others would be aware that this product is needed among the fishing community. PRO SWIMBAIT & Co. took the step in preparing a good strategic market where we are ready to improvise our products. Our company is planning to expand the agreement with others include other fishing company in provided products of fishing. PRO SWIMBAIT & Co. have a great management expertise which is held by the most experienced person in managing and operating the business. Every sector for our department will be conducted by expert person in charge. We have four main position in our company which is the general manager, administrative and finance manager, operating manager, and marketing manager which play their own roles to run the business smoothly.