



UNIVERSITI TEKNOLOGI MARA SARAWAK
KAMPUS SAMARAHAN



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DIPLOMA IN BUILDING

Prepared for:

MISS SITI FARAH BINTI LAJIM



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LETTER OF APPLYING BUSINESS PLAN

Abdul Hafizanuddin bin Abdul Munap
General Manager
Aquatopia Breeders,
Lot 110-112, Taman Perkasa,
Jalan Matang, 93050 Kuching,
Sarawak.

5 August 2009

Miss Siti Farah binti Lajim
Lecture of ETR300
Universiti Teknologi MARA, Sarawak.

Miss,

SUBMISSION OF BUSINESS PLAN (CATFISH FARMING)

As a representative of our company "Aquatopia Breeders", I would like to submit our business plan for your evaluation and further plan. We are really grateful for continuous support and motivation not to mention guidance given by you all the way in making of this business plan on times and as scheduled.

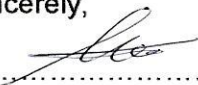
2. We were given a clear picture on the fundamentals of entrepreneurship and how to start a business as early of this semester. All five of us agreed that our business name is Aquatopia Breeders Which specialty in cage culture project and located at Taman Perkasa, Matang, Kuching.

3. Your everlasting attention, guidance and cooperation will take us further by allowing this business plan to become not just our daylight fantasies but endless reality. Without your advised guidance, we certainly would not able to come out with such determined and dedicative business proposal.

4. Lastly, we would like to say a lot thank and high appreciation for all involved and help in accomplishing and completing this project.

Thank you.

You're sincerely,



(Abdul Hafizanuddin bin Abdul Munap)

General Manager of Aquatopia Breeders



EXECUTIVE SUMMARY

Our company is known as Aquatopia Breeders which is our business is the production of fish which are more specific the catfish by using the technology of cavers pool. Now days, the cat fish is one of the new live stock needs in the market. As we know fish are importance in human diet as it provide protein. This business does not have any problem in the market as we practices the quality environment in term of cleanliness of the cage and surrounding area, food and concern with disease that may attack our fish. To ensure those policies to be achieved, our management will do strict inspection of our workers so that they will always practice the policies.

In this company, we have five (5) shareholders, which everyone holding each position in the company. These positions are General Manager, Administration Manager, Marketing Manager, Operation Manger, and Financial Manager. Our target market is whole Sarawak area.

The management will be lead by me, Abdul Hafizanuddin bin Abdul Munap as General Manager and assisted by other managers; Norfarhana binti Mohd Nor as Administration Manager, Mohd Alfariq Fazlan bin John as Marketing Manager, Andrie Fadrick anak Noah as Operation Manger, and Hernah binti Roslin as Financial Manager.

1.0 INTRODUCTION

Aquatopia Breeders was established on 5 august 2009 for their planning. It need a years to makes this company to operate well. This company will be open on January 1 2010.

This company was located at Lot 110-112, Taman Perkasa, Jalan Matang, 93050 Kuching, Sarawak.

We establish this business because in Sarawak, commercial of catfish in canvas pool is relatively new. Canvas pool can be simple defined as the one of the natural technique to breed catfish when it made it commercialize.

The raising of catfish in canvas pool is an alternative means of fish production. It has increasing technical, ecological, social and economic advantage over conventional aquaculture. Canvas pool technology is compatible and not competitive with other production system and complementary to some. To be simple, it is technologically simple, not capital intensive, economical and technologically available to all sectors of the society. In addition, it is more adaptable than conventional aquacultures to matching production to market demand.

As a conclusion, we believe that this business has the good future prospect for Malaysia generally and Sarawak especially.