



UNIVERSITI TEKNOLOGI MARA SARAWAK
FACULTY of ADMINISTRATIVE SCIENCE AND POLICY
STUDIES

DIPLOMA in PUBLIC ADMINISTRATION

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

“FISH PRIME SDN BHD”
BUSINESS PROPOSAL

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6 October 2007

Dear Mr.,

Re: Submission of Business Proposal

We are hereby present you the report on the project of Basic Entrepreneurships (ETR300) student as authorized by you on 1 October 2007. We have agreed that our business name is FISH PRIME SDN BHD, and we would like to submit our Business Plan for your reviewing.

2. It is hoped that the enclosed Business Plan can strengthen the base for our financial backing and support besides presenting our idea in a proper way. Any information related to the business can be found in the Business Plan that we have included along with this letter. We would like also to declare this report is our own investigation except where otherwise stated. Other sources are acknowledged by references and bibliography.

3. We would be glad if you wish to have us present our Business Plan for better understanding. All your attention and support towards our Business Plan are greatly appreciated.

Thank you.

Yours sincerely,



(YAZID BIN ABD RASHID)

General Manager

FISH PRIME SDN BHD



FISH PRIME SDN BHD

1.1 EXECUTIVE SUMMARY

FISH PRIME is a food manufacturing production company aimed to be the main producer and supplier of fish balls. To be a leader in fish production, a synergistic collaboration must be maintained between the company and the government through conjoined efforts of improving production level and technology. Systematic development based on Research and Development (R&D) from the government and developed technologies adapted will be sustainable and thus benefits all for generations to come.

In any business, especially in this kind of business, every shareholder should be responsibility and have the spirit of team work in performing their work activities to make sure everything runs smoothly. It is important because it leads the company in gaining more profit and also to keep the person to be more productive.

After doing extensive research on the business opportunity available in Kota Samarahan, our group decided to specify our business in selling our services. Our group has come up with the business plan of partnership whereby our organization's name will be known as Fish Prime. Fish Prime is consists of five partners are General Manager Administration Manager, Marketing Manager, Operational Manager and Financial Manager. However, every movement related to financial must get approval from General Manager.





FISH PRIME SDN BHD

1.2 INTRODUCTION TO BUSINESS PLAN

According to the book, Fundamentals of Entrepreneurship (2006), Business Plan is written document that serve as a blue print and guide for a proposed business project that one intends to undertake. As well explained in the book, Business Plan indicates business activities needed in establishing and running the proposed business, for example details of product or service, the market for the product or service, and the management of the business providing that product or service. Besides that, business plans also the platform for a business owner to measure success in meeting stated goals and objectives. Last but not least business plan is also an ideal tool for obtaining a loan from lending agency, or for attracting venture capital, allowing those institutions to review the background and details of the business for loan approval and investment decision.

