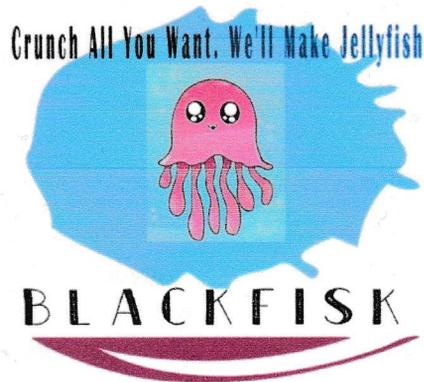




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UNIVERSITI  
TEKNOLOGI  
MARA



**BUSINESS PLAN**

**BLACKFISK ENTERPRISE**

**JELLIES UMAI**

**GROUP: BM1115 M1**

**LECTURER: SIR AHMAD FAISAL BIN MAHDI**

NAME	ID NUMBER
DONA FLEFARA AK JERAGAN	2014768907
HERYANIE BT YUSUF	2014390035
DONNA ELVIERA BT ARNI	2014889064
RASYIDAH BT BOJENG	2014967255
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SUBMISSION LETTER  
Dona Flefara Anak Jeragan,  
General Manager,  
Semester 5,  
University Technology MARA (UITM) Sarawak,  
Campus Mukah,  
96400, Mukah  
Sarawak.

10 FEBRUARY 2017

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Mr. Ahmad Faisal Bin Mahdi,  
Entrepreneurship Letter (ENT300),  
University Technology MARA (UITM) Sarawak,  
Campus Mukah,  
96400 Mukah,  
Sarawak.

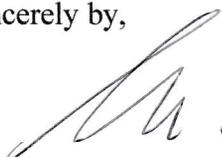
Sir,

**RE: SUBMISSION OF BUSINESS PLAN REPORT**

1. We would want to submit our business plan report for your evaluation and further action. We had completed our report according to the guidelines and procedures given.
2. Furthermore, we are very much appreciate with your help on finishing the business plan report. We can improve our business plan and prevent mistakes in our reports.
3. We hope that our business plan can accept by you and wishing that our report to be evaluated with non-discriminatory. Your sincerity and honesty would be appreciated.

Thank you.

Sincerely by,



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(DONA FLEFARA AK JERAGAN)  
GENERAL MANAGER,  
BLACKFISK ENTERPRISE

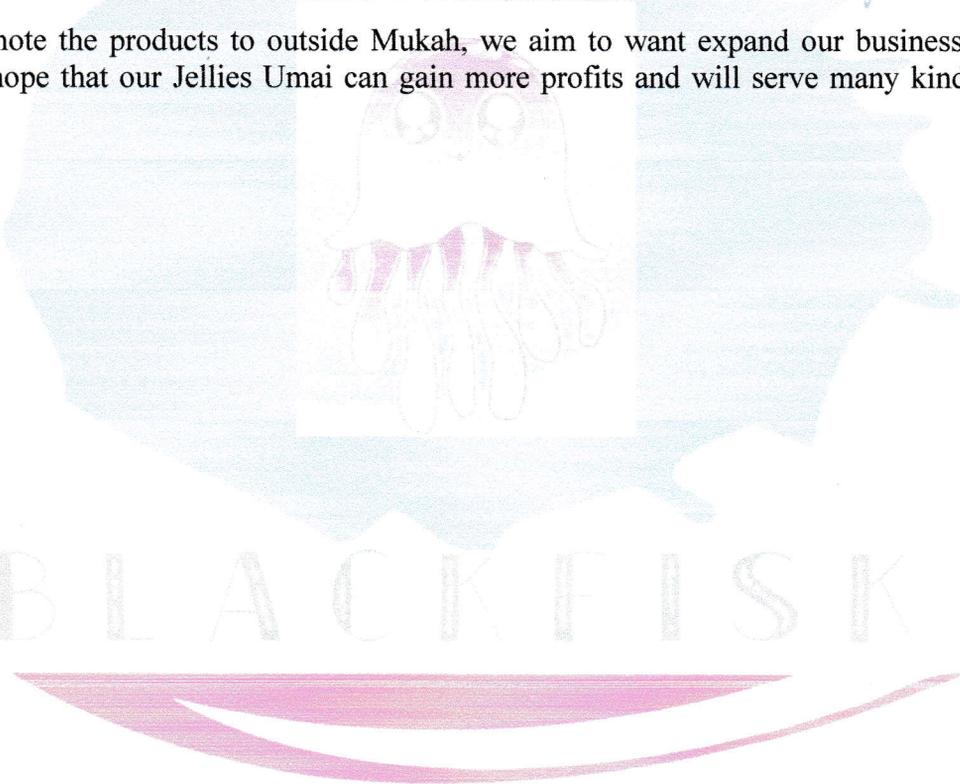
## EXECUTIVE SUMMARY

Blackfisk Enterprise is a partnership business that consist of four partner where they are the same interest in type of cuisine. Four department that involved in this businesses are General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager.

Blackfisk Enterprise is produce fishery products where is Jellies Umai that get innovation from Umai Ikan Pirang that Melanau main foods. The raw materials and ingredients are homemade and fresh from the market. Our target markets is nearby residential area that we choosed.

We decided our location to be at the middle of market at Kota Samarahan where beside attract residential area, we also want to attract local people at that area. Since our products is main foods of Mukah, we want to promote this products to outside Mukah .

Except to promote the products to outside Mukah, we aim to want expand our business to outside Sarawak. We hope that our Jellies Umai can gain more profits and will serve many kind of fishery raw materials.



BLACKFISK

# INTRODUCTION

## 1.1 INTRODUCTION TO THE BUSINESS

i.	<b>Name of the business</b>	: Blackfisk Enterprise
ii.	<b>Nature of business</b>	: Partnership
iii.	<b>Industry profile</b>	: Fishery Industry
iv.	<b>Business Location</b>	: Kuching
v.	<b>Date of commencement</b>	: 20 <sup>th</sup> March 2017

### vi. Factors in selecting the proposed business:

#### a) Competitive

We choose this products as our business because the competitive in local country, Mukah is little and this is our opportunities to open new markets by be a buyer of Jellyfish.

#### b) Resources

Jellyfish is has limited resources so we use this opportunities to be market to the other places especially Kuching since they demand more in jellyfish.

### vii. Future prospects of the business:

#### a) Expand the businesses

Our target in the future that our company can develop the businesses to the host country since our products is served in raw seafood. If more demand, we also can increase our income in the company and continue increase our sales.

#### b) Provide Job Opportunities

We also plan want to provide job opportunities to people who need a job especially local people.