



UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

Fresh Crabby

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DIPLOMA IN INFORMATION MANAGEMENT (IM110)

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TABLE OF CONTENTS

ITEMS	PAGE
BUSINESS PLAN	1-4
1. PARTNERSHIP AGREEMENT	5-8
2. ACKNOWLEDGEMENT	9
3. EXECUTIVE SUMMARY	10
4. INTRODUCTION	11-12
5. PURPOSE OF BUSINESS PLAN	13
6. BUSINESS BACKGROUND & PARTNERS BACKGROUND	14-18
7. LOGO OF THE BUSINESS	19
8. MARKETING PLAN	20-21
8.1 INTRODUCTION	22
8.2 MARKETING DEFINITION	23
8.3 MARKETING OBJECTIVES	24
8.4 PRODUCT DESCRIPTION	25
8.5 TARGET MARKET	26
8.6 MARKET SIZE	27-28
8.7 MAIN COMPETITORS	29
8.8 MARKET SHARE	30
8.9 SALES FORECAST	31
8.10 MARKETING STRATEGIES	32-34
8.11 MARKETING BUDGET	35
9. OPERATION PLAN	36-37
9.1 INTRODUCTION	38
9.2 OPERATION OBJECTIVES	39
9.3 OPERATIONAL MANAGER FUNCTIONS	40
9.4 PLANNING PROCESS	41-42
9.5 SUPPLIER	43
9.6 PROCESS FLOW CHART	44-45
9.7 OPERATION CAPACITY	46
9.8 MAN POWER PLANNING	47
9.9 OPERATION SCHEDULE	48-50
9.10 OPERATION LAYOUT	51
9.11 REMUNERATION TABLE	52
9.12 FIXED ASSET	52
9.13 MATERIAL & EQUIPMENT	53
9.14 EQUIPMENT & MACHINERIES	53
9.15 OPERATION OVERHEAD	53
9.16 OPERATION BUDGET	54
10. ADMINISTRATION PLAN	58-59
10.1 INTRODUCTION	60
10.2 ADMINISTRATION OBJECTIVES	60
10.3 ADMINISTRATION STRATEGIES	60
10.4 TYPE OF BUILDING & INFRASTRUCTURE	61
10.5 OFFICE LAYOUT	62
10.6 ORGANIZATIONAL CHART	63
10.7 LIST OF STAFF FRIGE BENEFITS	64
10.8 SCHEDULE REMUNERATION FOR ADMINISTRATIVE	

Fresh Crabby.

PekanAsajaya No. 47, Kg. Semera,
94300, Kota Samarahan, Sarawak

Madam Ida Izumi binti Abdollah

Lecturer of ENT 300

University Mara of Technology

Samarahan Campus

Jalan Meranek

94300 Kota Samarahan

Sarawak.

6th JULY 2012

Madam,

Submission of Business Plan

As mentioned above, we hereby present our business plan of 'Fresh Crabby' for viewing and grading.

2. First of all, we would want to give our thanks for paying attention, guiding and cooperating with us far by allowing this business plan to become complete. It is insufficient to express our words of great thanks for all the knowledge that you have given to us as well as your continuous effort in assisting us as much as you can in order to complete this business plan.

3. Besides, we also want to thank UiTM management team for giving us the chance to learn this course. This course has given us a clear picture on the fundamentals of starting a business. Along the completing process of the business plan, we have gain many experience and the experience is very helpful if ever "Fresh Crabby" becomes reality. We realize that it is not easy to become an entrepreneur.

Thank you very much.

3.0 Executive Summary

Fresh Crabby's soft shell crab is a product that is produced by our company, Fresh Crabby. We sell only the highest-quality soft shell crab.

The target market of our product is retailers, hotel operators, restaurant operators and walk-in customers. It is suitable at all age, gender, all level of income and all type of lifestyle. It is also very suitable for everyone due to its nutritious fact.

In the future prospects, we hope that we could gain profit as much as RM 471,755 in 3 years of business since we are aware that our business is a new combination and we are prepared to face the losses for this kind of business. We want to expand our business to West Malaysia and Sabah after 3 years of selling the local state market. To ensure that our business succeeds, we have prepared a business plan that will be a guideline in managing our business. This plan consists of four (4) main elements which are administration, marketing, operating and financial.

For the implementation cost of this project, General Manager will invest RM 31,160 and other partners will invest RM 23,120 each and a loan of RM 143,000 from Agrobank is added to cover all the expenses needed in the business.

4.0 Introduction

Name of the company

The project that we propose to do is to become the best producing farm product of soft shell crab in Malaysia and to be the model for other similar business. This product is manufactured and produced by a company which known as 'Fresh Crabby'.

Nature of Business

Our main activity is to produce quality soft shell crabs. We also want to give a very healthy product to our customer. We want to be Malaysia's source of soft shell crabs where everyday consumers can find all natural soft shell crabs at prices that you can easily afford.

Company Address

Fresh Crabby,

Pekan Asajaya, No.47 Kg. Semera,

94300, Kota Samarahan, Sarawak

Date of Business Commencement

1st January 2013