

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN TERENGGANU  
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

AROWANA AQUACULTURE

Hairun Nissyak binti Usak ( 2005280784 )

Izzati binti Muhamad ( 2005280832 )

Mardhiah binti Musa ( 2005280553 )

Masrul Hayati binti Kamarulzaman (2005280864 )

Noor Al-Wani binti Alias ( 2005280379 )

## ACKNOWLEDGMENT



Assalamualaikum...

Alhamdulillah, thankful to Allah s.w.t because give with Him permission we had done this business plan successfully.

This assignment is for Encik Mohd Ariff bin Kamaludin under subject Entrepreneurship (ETR 300). Thanks a lot to Encik Mohd Ariff because had gave us some guide to do this business plan. This business plan has given us some knowledge about how to start a business. Thanks also goes to Encik Ahmad bin Don and Encik Abdul Rahim because they gave full information and assist in giving the overview how to do the effective business plan. Special thanks to Prof. Madya Norsidah Ahmad for her kind assistance and generous help, and finally to all persons who had morally assisted us in completion of this business plan.

Deeply from our heart



## EXECUTIVE SUMMARY

This business plan relate to a plan to build and operate an integrated aquaculture farming concept at T/A 6, Tebok Pancur, Simpang Empat, 34400 Semanggol, Perak. This farm will focus on the breeding and marketing of Arowana.

We believe that our participation in this aquaculture business will increase the supply for the currently shortage of Arowana in the market, as well as improving presentation in the aquaculture business sector.

The company main offering is breeding of Arowana. Besides we also offer the profit-sharing concept. Any investors can invest by being a partner with Arowana aquaculture. The investors can invest by giving the ornamental Arowana and we will take care of them. All the food expenses and if anything happens to the Arowana fish, we will bare all the expenses. After the ornamental Arowan give birth, the babies are dividing equally between Arowana Aquaculture and the investor.

To undertake this project, Arowana Aquaculture undertaken extensive study and research to track the trend and the behavior of the freshwater fish market. References have been made to several publication published by Fisheries Department, book and papers presented by guest speakers in several fisheries forums.

Whilst data on international market for the Arowana fish is quite easy to be obtained, and there is no credible data can be obtained to support the local market. For the local market, we have derived our assumptions to the projection on the increased wealth of the current Malaysian population especially for those in big towns and cities. For the international market, USA is still the biggest importer, followed by Japan, Germany, France and United Kingdom. We are targeted to expand our business in the international market. As for China and India, there is a huge market there for Arowana to explore in future.



## 1. INTRODUCTION

Arowana Aquaculture is a business that specializing in the breeding, nurturing and marketing of Arowana fish. Arowana fish are very popular and famous fish among Malaysian people especially in the Chinese people, it is about 60% of our customer is Chinese people, followed by Malay 30% and Indians 20%. Chinese people believe that the Arowana fish can bring the good and positive luck to their life and business. This is called "Feng Shui". Arowana also liked by the entire fish lover because of their beauty and unique color. Besides, Arowana fish also have the high demand in both local and international market such as in Japan, USA, Germany, Indonesia, china and also Singapore.

By using of these golden changes, Arowana Aquaculture located at T/A 6, Tebok Pancur, Simpang Empat, 34400 Semanggol, Perak Darul Ridzuan, Malaysia. This location is very strategic place for us to run our business because the types of soil are suitable for Arowana ponds and also it is near with the Bukit Merah Lake. Bukit Merah Lake is our main sources of water; we are piping directly the water from Bukit Merah Lake to our ponds. Bukit Merah Lake also our main sources of ornamental arowana. Besides, this location also have already well-known as the best place for Arowana fish sources in Malaysia, So we are easy to promote and market our Arowana fish among Malaysian people. All the business activities are doing in the nearest city of Bagan Serai. Arowana Aquaculture will start business on the 1<sup>st</sup> January 2009.



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