

UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

C'BEST ENTERPRISE

Lot 12, Kampung Pengkalan Sungai, Gong Batu, 22110 Setiu , Terengganu

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Executive Summary

This business plan is generally explain about the step to build a business company. This business plan is focusing on pre preparation of C'Best Enterprise before this business can real operate in future. It is compulsory to the entrepreneur to make their own business plan in order to make sure that they gain profit from their own business. This business plan had followed all the required format of a business plan.

In the first chapter, this business plan gives an overall introduction to the proposed business venture. Some item that had been covered are name of the company, nature of business, industry profile, location of the business, date of business commencement, factors in selecting the proposed business and future prospects of the business.

In the second chapter, we are discussed on the purpose of making business plan. We stated the five proposes in this chapter.

In the third chapter, we mention about all the details of the company background. We stated the name of the company, business address, correspondence address, telephone number, form of business and all the related information about this company.

In the fourth chapter, we listed our partners' background. The information here serves to highlight the business partners' business credibility as well as our ability to manage this company.

In the fifth chapter, we showed our location of the business. The purpose of this section is to provide additional information on the location of our business premise. As to make reader clearly determine our location, we provide the physical location plan.

Chapter six, which is one of the important chapters, we discussed on our administrative plan. It mention about business routines are maintain and controlled. This section has to manage the overall business objective and goals. We are discussed on the task and responsibilities of employees. Apart from that, we also stated our administrative budget in this chapter.

The next chapter, which is chapter seven, is discussed on marketing plan. In order to meet customer needs and wants, we have made sure that our business plan has incorporated a well-structured marketing plan. This marketing plan explains how customers' needs and wants will be met. It also mentioned how our marketing effort will link with the operational, administration and financial plans of the same venture.

In the other chapter, which is operation plan, we explained our operation process in detail. We shown this by stated the process flow chart to make them easy to understand.

The other important chapter is related to the financial plan. This financial plan acts as a point where all the financial information in the administrative, marketing and operation plans are collated and summarized to give a picture of how much the business will cost to run. By referring to this chapter, we could determine whether this business is profitable or not.

As to conclude our business plan, we gave a brief summary of the main contents, the main purpose of this business plan and the other point to bring our business plan to a close.

CHAPTER 1

1.1 Introduction

Malaysia is one of the country that breeder the sea bass in Asia. It is the most popular fish that people breed. In Australia, it is known as Barramundi. In Malaysia, Thailand and Singapore, there are a lot of sea bass breed there. There commercial the sea bass whether in pool or cage.

First of all, our company name is C'Best Enterprise. This name is choose because easy to remember and easy to pronoun. We choose this name as it brings good definition to our product, 'C'Best' stand for the best sea bass among the others or our competitors.

Our form of business is private limited company. As a corporate body our company has characteristic that differentiate it from a sole proprietorship and partnership.

According to Malaysian Economics, our business is under tertiary industry because our business provides service to customer. For primary industry there include manufacturing, mining, agricultural and more. While for secondary, there include products in whole Malaysia. Our business premise is at Lot 12, Kampung Pengkalan Sungai, Gong Batu, 22100 Setiu Terengganu.

We choose this place because it is strategic. It is because our premise is located near the fishery source.

We plan to open our business on 1th January 2009. For us, it is suitable to start our business at that time because we want to make small renovation before opening it.

The factors why we choose to open this business because, firstly, high demand of sea bass from restaurant and hotel. Secondly, our competitors at Terengganu are not wide.

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