



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
DAING ENTERPRISE

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1.1 INTRODUCTION

The name of our company is Daing Enterprise. Daing is fish according to the Bajau community in Sabah. As we mentioned about *Daing*, we in Daing Enterprise supply freshwater fish that usually one of the favorite fish of Sabah People. Nowadays, these kinds of fish which is freshwater fish have a high demand from days to days until there is not enough supply to support the orders. When these matters occurs our company Daing Enterprise would fulfill everyone needs and the market demands will be increasing.

Our target customers are people around Sabah. This is because Sabah has a high number of demands of these kinds' of fish. In addition, in long term plan for Daing Enterprise we will try to expand our freshwater fish to Sarawak and Peninsular Malaysia.

Our business operates in two locations, which are at AlamMesra as our administration management and our livestock farming, is at Kampung Tikolod, Tambunan. We choose these places as our location because it was good in every aspect.

These businesses have a potential to being expanded. The future prospect of our business is to increase people knowledge about our business. In viewing our business potential, we believe that Daing Enterprise productions have a high potential in business since the government want to encourage business in agriculture sector and fisheries.

1.3 PURPOSE OF BUSINESS PLAN

This business plan is prepared by Daing Enterprise. For the purpose of:

- a) To fulfill the demand of freshwater fish in the market.
- b) As a guideline in managing the business or the proposed venture.
- c) To evaluate the ability of this business whether it is able to compete with other competitors.
- d) To add the numbers of the Bumiputera involvement as an entrepreneur for being involve in this business.
- e) To fulfill the requirements of the ETR 300 subject.