



**UNIVERSITI TEKNOLOGI MARA**

**ENT300  
FUNDAMENTALS OF ENTREPRENUERSHIP**

**BUSINESS PLAN  
FRESH RUSH FISHERIES**

**PREPARED BY**

<b>JURIATI MATIM</b>	<b>2011666502</b>
<b>NURUL ATIQAH JOHARI</b>	<b>2011448448</b>
<b>NURYUMI SYAZWI JOHARI</b>	<b>2011647346</b>
<b>NOOR AZRIYAH YAHYA</b>	<b>2011268438</b>
<b>AISYAH DAZALAN</b>	<b>2011225962</b>

**MARCH 2014**

## TABLE OF CONTENT

<b>1. INTRODUCTION</b>	<b>45</b>
1.1 Preface	1
1.2 Cover Letter	2
1.3 Partnership Agreement	6
1.4 Executive Summary	10
1.5 Introduction to the Industry	13
1.6 Purpose of Business Plan	16
1.7 Company Background	17
1.8 Partners Background	18
1.9 Location of the Business	23
<b>2. ADMINISTRATIVE PLAN</b>	<b>51</b>
2.1 Introduction	26
2.2 Business Vision, Mission, Objective	27
2.3 Organization Chart	28
2.4 List of Administrative Personnel	29
2.5 Partners Contributions	30
2.6 Schedule Task and Responsibilities	31
2.7 Schedule of Remunerations	34
2.8 List of Office Equipment	37
2.9 Administrative Budget	39

### **3. MARKETING BUDGET**

<b>3.1</b>	<b>Introduction</b>	<b>45</b>
<b>3.2</b>	<b>Marketing Objective</b>	<b>47</b>
<b>3.3</b>	<b>Target Market</b>	<b>49</b>
<b>3.4</b>	<b>Market Size</b>	<b>50</b>
<b>3.5</b>	<b>Competition</b>	<b>52</b>
<b>3.6</b>	<b>Market Share</b>	<b>54</b>
<b>3.7</b>	<b>Sale Forecast</b>	<b>56</b>
<b>3.8</b>	<b>Marketing Strategy</b>	<b>70</b>
<b>3.9</b>	<b>Marketing Budget</b>	<b>81</b>

### **4. OPERATIONAL PLAN**

<b>4.1</b>	<b>Introduction</b>	<b>83</b>
<b>4.2</b>	<b>Process Planning</b>	<b>84</b>
<b>4.3</b>	<b>Operation Layout</b>	<b>91</b>
<b>4.4</b>	<b>Production Planning</b>	<b>93</b>
<b>4.5</b>	<b>Material Planning</b>	<b>94</b>
<b>4.6</b>	<b>Machines and Equipment Planning</b>	<b>95</b>
<b>4.7</b>	<b>Manpower Requirement</b>	<b>96</b>
<b>4.8</b>	<b>Overhead Requirement</b>	<b>97</b>
<b>4.9</b>	<b>Operation Hour Description</b>	<b>98</b>
<b>4.10</b>	<b>Operational Budget</b>	<b>112</b>

## **5. FINANCIAL PLAN**

<b>5.1 Introduction</b>	<b>114</b>
<b>5.2 Project Implementation Cost</b>	<b>115</b>
<b>5.3 Sources of Financing</b>	<b>115</b>
<b>5.4 Expenditure budget</b>	<b>120</b>
<b>5.5 Table of Depreciation</b>	<b>123</b>
<b>5.6 Loan and Hire Purchase Amortization Schedule</b>	<b>123</b>
<b>5.7 Pro forma Cash Flow Statement</b>	<b>125</b>
<b>5.8 Pro forma Income Statement</b>	<b>126</b>
<b>5.9 Pro forma Balance Sheet</b>	<b>127</b>
<b>5.10 Financial Analysis</b>	<b>128</b>
<b>5.11 Graphs</b>	<b>129</b>

<b>6.0 Conclusion</b>	<b>138</b>
-----------------------	------------

<b>7.0 Appendices</b>	<b>139</b>
-----------------------	------------

## 1.4 EXECUTIVE SUMMARY

Fresh Rush Fisheries is a new company that operated in Malaysia. It is the first company that being managed by bumiputera. The name of this company is come out from the imagination by the partnerships members. It shows that how we positioning our products in customer's mind until they can remember our company's name, simple and easily to pronounce.

As for the business, we are providing a special, frozen raw fish, dried shrimp and anchovies. As we go thru with the changes of environment, people nowadays don't put on simple food on their own daily meals. So, our surveying we conclude that we are going to provide the Malaysia with special, frozen raw fish, dried shrimp and anchovies, that are well in high product's quality.

We are starting the business with the total capital of RM133,000 and all of the partners are contributing RM2,000. We have eight workers that are general manager, administration manager, operational manager, marketing manager, financial manager, and four from the operational department.

Our market target of customers' characteristic is come from all income level, and for all of the customers' level of ages. We also send our products to hotels and tourist shop center.

Business plan is necessary to all entrepreneurs. It is prepared to a group of people which are owners itself, bankers, suppliers, customers and employees. This plan include in Business Plan chapter which is consists of marketing, operation, organization, and financial plan.

We are believed that we will be able to achieve our business goal with our business financial position statement. We will get our return modal within short time and our current ratio will cover our liabilities and put our business in comfort stage with the highest.