



FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
DIPLOMA IN PUBLIC ADMINISTRATION

(ENT 300)

TROPICAL AGROTECH

GROUP MEMBERS :

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## EXECUTIVE SUMMARY

This business plan is for tropical agrotech fresh fish and chilies, a new farming and plantation business located at Kampung Sembirai which have suitable place for farming and plantation. Tropical agrotech freshwater fish and chilies emphasis the fish farming and chilies hydroponic plantation. In Sabah, freshwater fish farming and chilies hydroponic plantation is very limited because they do not have braveness to enter this business and because the limited number of farmers in farming the freshwater fish and chilies hydroponic plantation we decide to start our business as a fresh catfish and chilies supplier.

The market can be segmented into several distinct groups that it aims to target. The first group is restaurant especially the restaurant that wants to buy freshwater fish and chilies. The second groups is trader that sell the freshwater fish and chilies at market place, other then that our product also will be taken by the MARA and FAMA. The third group is hotel, catering, supermarket such as Giant, Jusco and many more. In addition we also supply freshwater and chilies to the factory food such as frozen fish or sardine and many more.

Tropical agrotech fresh fish and chilies have assembled a strong management team. Dalilah binti Rosdin will the general manager and also as marketing manager which will be arranging the entire marketing project to introduce our business to the public. Sanaria binti Abdul Majid will be responsible for all the operation process from raw material to customer or end users. Aidil Izan bin Hinjam will be responsible for all finance and accounting function. Mohd Shahrezal bin Abdul will be in charge the administration which responsible to control all the activity outside and will act as a public relation to deal with the supplier

Our business will be set as a partnership business. We all agree to undertake a joint business and jointly own the business and will carry out the business, share the capital, and profits. All of us will contribute RM 20 000 each except the Manager that will add a lorry to the business. The amount of contribution will be RM 100 000 with a Van. Other resources of capital will be from the bank. We will loan 70% of our cost to begin this business.



## 1.0 INTRODUCTION

We from the Tropical agrotech freshwater fish and chilies will come out with farming fish and chilies hydroponic plantation and the mode of business is partnership. The name of business is Tropical exotic fresh

Our business will be farming freshwater fish with a several type of freshwater fish such as baung, keli, jelawat, patin, haruan and talapia. Besides that, we also and supply fresh chilies to our customer such as red chili, green chili, small hot pepper, green bell pepper and red bell pepper, for the chilies plantation we using the new method which is hydroponic chilies that buoyed up above the freshwater fish pool. This method never been done by other people, so we choose this method in order to show the uniqueness of our farming and plantation.

Besides that, we also will produce our own freshwater fish heredity and sell it to customer and teach the visitor on how to catch the freshwater fish by using hand only. In addition, we also will teach the visitor on how to plant chilies in hydroponic.

Our location will be at kampong sembirai Kota Belud whereas this place very strategic and near with the main road. So that, our customers or visitor can easily finds our place. Besides that, for our business we also choose the suitable land for our fish farming and hydroponic plantation such as clay.



## 1.2 BUSINESS PLAN PURPOSE

Tropical agrotech have own purposes why should we setting up a plan for our business. One of the main reasons we plan before run Tropical Agrotech is we want to apply our skill in reality on how business should be manage in appropriate way. This enables us to gain more knowledge by changing views about business among us in Tropical Agrotech. Moreover, it teaches us to be updating with business information especially freshwater fish and chili info. By doing this, we know what fits our business needs. As a result, we can avoid from wrong amount of investment or application of loan from bank. Then, we can also easily predict whether our business achieves our target or should we present it to the outsider.

Other than that, our business plan allows us to analyze and evaluate the realistic of implement this kind of business. This include the reaction from consumer towards freshwater fish and chili either high or low demand from them. Therefore, the certainty to be profitable company is high if we carefully plan our business because we have better understanding toward the consumer and customer need through analyze and evaluation.

In order to make our theory about the product become true we make the research first regarding our product and we found the fact where the people at Lembah Klang needed more than 15 tan of catfish in a day for many purposes (Berita Harian, 2010). Not only that, one of the entrepreneur Fatimah Abu bakar said that "Every week I need more than 20 kilograms of large catfish, between one to two pounds a kilogram to produce a charm,"(Harian Metro, 2008). Apart from that, according to Tan Sri Syed Hamid Albar, members of parliament Kota Tinggi, he said the maximization of land use in carrying out agricultural activities on integration could provide a profitable return (Berita Harian, 2010). By knowing all this, it becomes one factor for us to involving in this business.

For the hydroponic chilies, the reasons why we choose this method to plant our chilies because it will produce more fresh and clean chilies. Hydroponic farming is a method of cultivation without soil and using less pesticides or any other chemical, this means we can simply eat the vegetable fresh from our garden (Harian Metro, 2008).

