



UNIVERSITI TEKNOLOGI MARA

ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
PRAWN STAR CO.

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## 1.1

### EXECUTIVE SUMMARY

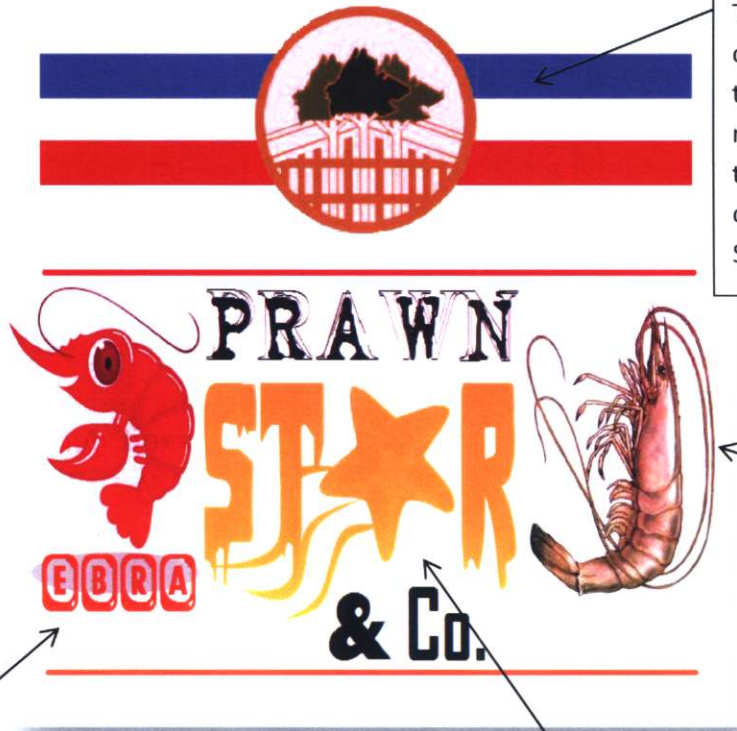
Our company name is Tiger Prawn & Co. This is the business in the form of partnership which is consisting of four members. Each partner contributes certain amounts of cash agree in our agreement. We choose tiger prawn as our main product because it is the product that have high demand in the market. Our company is involved in Aquaculture industry and involve in breeding and supplying fresh tiger prawn. The place that we open our business is at JalanTunFuad Stephen, 88450 Kota Kinabalu, Sabah. In Sabah, tiger prawn supplier is in small amount and not very commercialized. That why, the supply of tiger prawn are limited and the price also expensive. Only affordable people can enjoy this food.

The purpose of our business is we want to supply the tiger prawn that have high and better quality to all of the communities. We will ensure that the tiger prawn not only enjoyed by affordable people but low-income groups. Although there are many competitors in this aquaculture industry especially the company that have been establish before us but, we confident that our business can success in the future.

All partners are entitling in the business management .We have agreed MohdIzzelzzatley Bin Ali as General Manager-cum-Marketing Manager,IbnuhHajar Bin Arizon as Administration Manager, Roey Roger Sining as financial manager, and MohdAzrul Bin Apong as Operational Manager.

## 1.3

### COMPANY LOGO



This is the colour of Sabah's flag that bring the meaning we are the company that originated from Sabah.

The picture of the prawn is shows our main product that we produce.

We using "STAR" to indicate that tiger shrimp we produce are world class.

EBRA is the term of the partnership where;

**E** is for EJAD (Mohdlzzielzzatley Bin Ali)

**B** is for BINU (IbnuhHajar Bin Arizon)

**R** is for ROEY (Roey Roger Sining)

**A** is for AZRUL (MohdAzrul Bin Apong)