

UNIVERSITI TEKNOLOGI MARA

(UiTM) SABAH

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

VEBRA ENTERPRISE
(PRAWNS SUPPLIER)

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TABLE OF CONTENT

CONTENT	PAGE
COVER LETTER	2
ACKNOWLEDGEMENT	3
INTRODUCTION	7
ORGANIZATION FORMATION	8-10
EXECUTIVE SUMMARY	11-13
COMPANY BACKGROUND	14
BACKGROUND OF OWNER	15-19
COMPANY LOGO	20
VISION,MISSION,OBJECTIVE	21-23
PURPOSE	24
ADMINISTRATION PLAN	25
➤ Introduction	26
➤ Vision, Mission, Objective	27
➤ Business Location	28
➤ Strategies Of Business	29
➤ Organizational Structure	30
➤ Organization Chart	31
➤ List Of Personnel	32
➤ Schedule Of Tasks And Responsibilities	33-34
➤ Personnel Working Hour	35
➤ Every Day Working Schedule	35
➤ Employees Incentives Scheme	36
➤ Schedule Of Remuneration	37
➤ Office Layout	38-39
➤ Office Equipment	40
➤ List Of Stationery	41
➤ Personnel Contributions	42
➤ Administration Budget	43

MARKETING PLAN	44
➤ Introduction	45
➤ Purpose	46
➤ Marketing Vision	47
➤ Marketing Tagline/Slogan	47
➤ Product Description	48
➤ Marketing Department Chart	49
➤ List Of Personnel	49
➤ Schedule Of Task And Responsibility	50
➤ Schedule Of Remuneration	51
➤ Sales Forecast	52-54
➤ Marketing Strategy(4 P's)	55-59
➤ Market Size	60
➤ Target Market	61-62
➤ Market Share	63-65
➤ Market Analysis	66
➤ Competitors	67
➤ Competitors Strength And Weaknesses	68
➤ VEBRA's Strength And Weaknesses	69
➤ Marketing Budget	70
OPERATIONS PLAN	71
➤ Giant Fresh Water Prawn	72
➤ Introduction	73
➤ Objective	74
➤ Operation Strategies	74
➤ Business Location	75
➤ Flow Chart Of Activity	76
➤ Flow Chart Conventional Symbol	77
➤ Process Chart	78-79
➤ Site Location	80-81
➤ Land Preparation	82
➤ Pond Construction	82-84
➤ Pond Preparation	85-90
➤ Released Seed Process	91-92
➤ Pond Management	93-98
➤ Harvesting	99-102
➤ Selling/Marketing	103

INTRODUCTION

Giant freshwater prawn or its scientific name is *Macrobrachium rosenbergii*, is under the family Palaemonidae. Lately it has been one of the most popular freshwater shrimp that is commercially cultured in Malaysia.

Its market price has jumped from around RM15/kg at the end of 80's to around RM45/kg now. Before the economic recession (1997), prices have increased around RM40 per kg of live shrimp. Demand for lobster is always high. This is expected by improving living standards and increase income for the population of Malaysia, thus increasing their purchasing power while each has a somewhat higher budget for recreation programs (fishing in the pool pay).

Increase in prices and demand in turn stimulate many fish farmers to switch to livestock lobster. Many pond was re-activated and many fields were dug for the first live lobster pool. There is also an area of agricultural development programs that have made the lobster as a species of focus for development, but there are areas that have chosen this species as a mascot or main products in their respective regions. One of the largest aquaculture farm on the east coast has ventured into lobster farming for local and export markets. Lobster was also part of the normal menu of seafood restaurants in several Asian countries including Malaysia.

In addition to the local fresh market (alive, dead), lobster are also able to export. So far Malaysia only exports to Singapore in the form of fresh (dead, alive) and some to Japan. The main problem why the downstream lobster not growing in Malaysia is due to a lack of trust by large companies to the potential of this industry. Of course, agriculture-related industries have a high risk but if it is done in an orderly and full expertise, the loss problem can be reduced.



EXECUTIVE SUMMARY

We, VEBRA Enterprise intend to start a business: providing a product by supplier giant fresh water prawn to any individual or restaurant or retailer that wants our product.

Our product description are as follows:

The price that we charge for our product are listed below:

Giant fresh water prawn

Product list price:

- GRADE A : RM52 per kilogram
- GRADE B : RM42 per kilogram
- GRADE C : RM32 per kilogram

These prices are slightly below our competitor's because we want to capture their market share and later increase our share with quality product.

This business venture will start on 1 January 2016 and we intend to employ people to fill the following positions in our company:

- General worker
- Cleaner
- Accounts executive
- Marketing executive
- Operations executive