



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH  
KAMPUS SUNGAI PETANI**

**INTRODUCTION TO ENTREPRENUERSHIP ETR300**

**DIK OI AQUATIC ENTERPRISE**

**PREPARED BY: PA3**

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**KEPADA SESIAPA YANG BERKENAAN**

Tuan/Puan

**ASAS KEUSAHAWANAN (ETR)**

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang di kendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat didalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. Mohd Azrul b Abdullah
2. Mohd Azrani b Mat Nawi
3. Azizul Zekri b Abd. Rahim
4. Mohamad Fauzi b Hussain

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

**MAZNAH WAN OMAR**  
Koordinator MEDEC  
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## **Executive Summary**

Dik Oi Aquatic Enterprise is the business where provide the process of supplying, packaging and selling the prawns as fish food to the wholesaler. However, we are willing to accept any orders from our customers in order to fulfill the demanding of fish as pets market.

Our business form is a partnership form. We have four very important persons who are involved in the born of Dik Oi Aquatic Enterprise. The first one is Mr. Azizul Zekri Abd Rahim as our General Manager and he is our Administration Manager too, Mr. Fauzi Hussain as our Marketing Manager, Mr. Mohd Azrani Mat Nawawi as our Operation Manager and lastly Mr. Mohd Azrul Abdullah as our Financial Manager. We are running this business with the capital amount of RM 29385.94. Each partner contributed RM6758.77. That is 23%. Whereas the General Manager as well as the Administration Manager, he contributed RM 9109.63 with the percentage of 31%.

Meanwhile, the balance of our business capital is from the bank loan. We get the loan from Bank Pertanian. The total of loan is RM 60000. Our business is located at lot 3443, 9423 and 9422, Jalan Kemenyan, Kampung Poh, 35500 Bidor, Perak. We decided to choose this location because it is situated in strategic area. In addition, the location is near and easy to get the water sources that is important to our business because we are running the business in aquatic for sure the ponds need water. Furthermore, the locations also near the road. So the customers will easy to find our office.

We are proud because we have the skillful and experienced partners. This will assist our business runs well and make it more effective and efficient in order to achieve the goals. For the administration plan, we had agreed to build an office near the pond site. We also built the pond ourselves. We are lucky because the business is operating on the General Manager Father's land. So we do not need to buy the land. We also bought the fixture and fitting in order to make our job more comfortable and smoothly.

Referring to Marketing Plan, we had decided to make the different strategy and style of marketing from our competitor. We used the business card, advertising in yellow pages, banner, magazine and put up the significant signboards. We believed this method is the best ways to get the people know about our business activities and to attract more customers.

For the Operational Plan, the staffs are working in the normal business hours. Our business is operating seven days a week and we have to make shift to the workers. There are many workers involved in the operation department because our major activities are at the ponds site and supplying the prawns to the wholesaler.

Finally our Financial Plan headed by trusted Financial Manager, Mr. Azrul Abdullah. He runs all the transaction matters regarding the profit and loss of our business.