



اَوْبُوْرَسِيْتِيْ تِكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF MECHANICAL ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

J4EM1106H1/H2

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

PESCADO ENTERPRISE

AUTOMATIC FISH SCALE REMOVER

PREPARED FOR:

MADAM THAHIRA BIBI TKM THANGAL

PREPARED BY:

FAREEZ AZEEM BIN BADRULHISAM	2013246858
AMIRUL HAKIMI BIN KHAIRUL FAUZI	2013466446
LADYN BIN ZULKAPRI	2013665682
MOHAMAD FARHAN BIN MOHAMAD NOR AZIM	2013808782
MUHAMAD AMIR HAZMAN BIN NAHARUDIN	2013832676

ACKNOWLEDGEMENT

We would very much like to take this wonderful opportunity to express our gratitude to everyone who have given us the support needed to complete this business proposal. We are also thankful for all the invaluable advice given to us throughout the whole time.

Furthermore, we are sincerely grateful to everyone in sharing their views and also experience to a number of issues related to the business proposal. We would also express our warmest gratitude to our Tutorial Lecturer, Madam Thahira TKM Bibi Thangal for her guidance. We would like to thank Mr Amir, our supervisor for giving his thoughts on our business proposal. Lastly, we would also like to thank Mr Matzaini Katon for giving his thoughts on the product we would be selling.

Before closing this, we would like to thank everyone who have worked hard to introduce this particular course to all the students of UiTM throughout the country as this would serve as a stepping stone for those really interested in pursuing entrepreneurship as a career.

TABLE OF CONTENTS

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENTS

EXECUTIVE SUMMARY

1 INTRODUCTION

- 1.1 Name of Business
- 1.2 Nature of Business
- 1.3 Industry Profile
- 1.4 Location of the Business
- 1.5 Date of Business Commencement
- 1.6 Factors in Selecting the Proposed Business
- 1.7 Future Prospects of the Business

2 PURPOSE

- 2.1 Evaluation of Project Viability and Potential Growth
- 2.2 Applying for Loans from Relevant Financial Institutions
- 2.3 Guidelines for the Management of Proposed Business
- 2.4 Effectively Allocating Business Resources

3 BUSINESS BACKGROUND

- 3.1 Vision and Mission
- 3.2 Organizational Chart
- 3.3 Logo and Motto

4 BACKGROUND OF PARTNERSHIPS

5 LOCATION OF BUSINESS

6 MARKETING PLAN

7 OPERATIONAL PLAN

8 ADMINISTRATION PLAN

9 FINANCIAL PLAN

APPENDICES

PARTNERSHIP AGREEMENT

EXECUTIVE SUMMARY

Our company, Pescado Enterprise is made up of five partners each with their respective backgrounds. But no matter what our differences may be, we aim to produce a product that would later be sold to generate income for our business.

One of our company's key performance indicator (KPI) is to ensure that customer satisfaction is the highest quality possible. Another KPI is the assurance of the safety of our customers when they use our company's product. These two KPI's are the main focus of our company and will continue to be so until another area that a KPI is needed.

Our company's policy is always to put the customers' needs above everything which will cover the two KPI's mentioned earlier, customer satisfaction and also their safety.

Introduction

1.1. Pescado Enterprise

The reason as to why we came out with the name Pescado Enterprise was because we are focusing on the food processing industry mainly on fish. The word *Pescado* itself means fish in Spanish and the reason we chose this name was because we want to create something new and unique to the industry. Furthermore, we want to carve out a name in this industry to be able to connect our product to our clients. As for the usage of the word *Enterprise* was because the company was founded by a group of five people. Hence, when the two words are combined, a new word is formed which is *Pescado Enterprise* with the hopes that our customers would be able to remember it after purchasing our products.

1.2. Manufacturing in the Food Processing Industry

As our business focuses mainly on fish which is one of the biggest contributor to the food industry, thus the nature of the business is based primarily on the food processing industry.

1.3. Industry Profile

Food is said to be one of the requirements to satisfy our basic needs. Without food, there will not be biological progress in our lives and therefore we would not be able to survive. Hence, our main objective is to concentrate mainly on fish as it is considered to be one of the highest product is demanded by everyone from the oldest to the youngest in the food processing industry.

Fish is known to supply enough proteins which is essential to us, humans. In order to make an impact on this industry, we have made a tool which could