

# FUNDAMENTALS OF ENTREPRENEUSHIP

## ENT 300

**PREPARED FOR:**

**TI'KE FRESHWATER FISH**

**PREPARED BY:**

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## **LETTER OF SUBMISSION**

ETR students,  
Diploma in Banking,  
UiTM Samarahan,  
Jalan Meranek,  
94300 Kota Samarahan,  
Sarawak.

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Ms Nur Shaiqrah  
ETR Lecturer,  
UiTM Samarahan,  
Jalan Meranek,  
94300 Kota Samarahan,  
Sarawak.

3 March 2011

Miss,

### **Re: Submission of Business Plan.**

As stated above, I am the General Manager of Ti'Ke Freshwater Fish, Vincent Arnold anak Soueng as the representative for our team members, would like to submit our business plan for your evaluation and further action.

2. We are feeling very grateful and proud to complete this task although we went through a lot of troubles. In addition, it gives us a lot of information how to start a business. This knowledge and experience will be useful for us when we want to develop our career in the future.

3. Below is the list of our group members that involve in the process of completing this project:

## **EXECUTIVE SUMMARY**

As we agreed before, all the shareholders in our company have decided the name of our company is Ti'Ke Freshwater Fish. We have decided to form our business in partnership form which consists of five shareholders. Our company main activities are selling fresh and frozen tilapia and catfish. Our business located at 1234, Jalan Matang Batu 8, 93050 Kuching, Sarawak.

In this business, each of the shareholders will have the responsibility to perform their own job and task that has been given. This is important for the company to gain the maximum profit thus to achieve our mission and vision.

In addition, we are concern about the quality of our product and services among the organization and customers. As this business is in a partnership form, all shareholders had agreed that Vincent Arnold anak Soueng as the General Manager. The Administration Manager is Mohd Nazri bin Mahmud, Melissa Fiona anak Nelson as the Marketing Manager, Muhammad Haziq bin Othman as the Operation Manager and lastly Nur Izni Liyana binti Yusof as the Financial Manager.

The General Manager is responsible to make a decision of the company, make sure all managers do their work, and make a short-term and long-term planning of the company. The Administration Manager will indicate the company's structure and key talents. Meanwhile, the Operation Manager will control the operation of our business while the Marketing Manager is responsible in preparing the market plan that includes the target market and sales forecast. Lastly, our Financial Manager will handle all the financial such as preparing budget and financial statement for the company.

## INTRODUCTION

### COMPANY'S BACKGROUND

### BUSINESS LOGO



Our company logo represents all what is our company all about. The idea of “TIKE FRESHWATER FISH” as our company’s name and the idea of two different types of fish coming out of the water as being our logo are agreed by all members of the company’s shareholders. The word “TIKE” comes from the Malay name of our two different types of fish, which are “TI” for “Tilapia” and “KE” for “Keli (Catfish). The grey fish represents the Catfish while the orange fish represents Tilapia.