



UNIVERSITI TEKNOLOGI MARA SARAWAK
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

“STAR FISH SUPPLIER SDN BHD”
BUSINESS PROPOSAL

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DATE OF SUBMISSION:



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Sarawak.**

4 March 2008

Dear Mr.,

Re: Submission of Business Proposal

We are hereby present you the project of Basic Entrepreneurships (ETR300) student as authorized by you on the first week of the years 2008. We have decided and agreed that our business name is “STAR FISH SUPPLIER SDN BHD”, and we proudly submit to you the completed and final business of our group on this date of which had been agreed before.

2. We would like to thank your kindness and generosity in guiding and leading us in making of this proposal all this while. Without your advice, we certainly would not be able to come out with such determined and dedicative proposal.
3. We will keep the knowledge, skills and information we have gathered for our good in the future. We want to thank you again and are there any problem relating to this proposal, please let us know and we will made the correction on it immediately and systematically.
4. We would be glad if you wish to have us present our Business Plan for better understanding. All your attention and support towards our Business Plan are greatly appreciated.

Thank you.

Yours sincerely,

**(DYGKU NURHUDALLILMUTTAQIN)
General Manager**



EXECUTIVE SUMMARY

STAR FISH SUPPLIER SDN BHD is a partnership company aimed to be the main supplier of the fish – Tilapia-. There are five members of the partnership which are the General Manager, Administration Manager, Operation Manager, Financial Manager and Marketing Manager. The major objective of our company is to supply the fish- Tilapia to the wholesaler and the small industry that process the salted fish and etc.

In any business, especially in this kind of business, every shareholder should be responsible and have the spirit and encouragement of team work in performing their task and activities to make sure everything runs smoothly, systematically and properly. It is important because it leads the company in gaining more profit and also to keep the person to be more productive, creative and innovative.

After doing the observation and research on the business opportunity in Kota Samarahan, our group decided to specify our business in selling our service on supplier concepts. Our group has come up with the business plan of partnership whereby our organization's name will be known as **STAR FISH SUPPLIER SDN BHD**.

Our company will be located at Desa Ilmu, Kota Samarahan. We will operate from 8.30 a.m to 5.00 p.m on Monday to Friday. On Saturday we will be operate from 9.00 a.m to 2.00 p.m. Our business will be close on Sunday and during public holiday.



INTRODUCTION TO BUSINESS PLAN

According to the book, Fundamental of Entrepreneurship (2006), Business Plan is written document that serve as a blue print and guide for a proposed business project that one intends to undertake. As well explained in the book, Business Plan indicates business activities needed in establishing and running the proposed business, for example details product or service, the market for the product or service, and the management of the business providing that product of service.

Besides that, business plans also the platform for a business owner to measure success in meeting stated goals and objectives. Last but not least business plan is also an idle tool for obtaining a loan lending agency, or for attracting venture capital, allowing those institutions to review the background and details of the business for loan approval and investment decision.

