**Project Name**

**Fish Farming**

**Group No=12**

**Muhammad Hassan(BCS-16-58)**

**Group Members Name and Roll Numbers**

**Muhammad Ahsan(BCS-16-05)**

**Muhammad Hassan(BCS-16-58)**

**Syed Faisal Shah(BCSE-16-48)**

**The Fish Canter**

Description:

Our project is about establishing an Inland Fish Farm in the potential areas of Pakistan which provide desired suitable environment. The project would serve as facility to utilize the everyday resources in the form of feed for inland fish farm that usually ends up as cultural waste. On the other hand it would generate employment for the local inhabitants and more over would possibly cause cash inflow as well. The proposed project is primarily focused on the local customers and national markets due to the prevailing high demand and taste preferences. The main feature of the project would include naturally grown fisheries in clean environment keeping in view the quality standards and principles. This prefeasibility study explores the viability of setting up inland fish farm based on economic and technology trends and available local strengths, weaknesses, opportunities and threats.Fish is a high protein, low fattening food that provides high range of health benefits.

**1-Fish Center:**

**Alam Fish Center**

**2-Location:**

**Pakpattan Bazar ,Sahiwal ,sahiwal District ,Punjab**

**3-Types of Organization**

**FORMAL OR INFORMAL:**

Our company will be formal.

There will be defined rules and procedure for employees.

There will be a written agreement between the company and client.

There will be responsibility and tasks given to each employee of the company.

**4-CULTURE**

Organizational culture can be defined as the group norms, values, beliefs and assumptions practiced in an organization. It brings stability and control within the firm. The organization is more stable and its objective can be understood more clearly.

Organizational culture helps the group members to resolve their differences, overcome the barriers and also helps them in tackling risks.

**STRONG OR WEAK CULTURE:**

Our company culture will be strong.

**Strong company cultures** have been linked to higher rates of productivity. This is because employees tend to be more motivated and dedicated to employers who invest in their well-being and happiness. Employee morale. Maintaining a positive Company Culture is a guaranteed way to boost employee morale.

5-Structure of Inland Fish Farming:

Water distribution channels should be placed on top of the pond dikes and the drainage channels from the ponds should be kept at the lowest point of the land. Effort should be made to utilize the natural attributes of the land to minimize capital costs and to facilitate the operational efficiency.

6- Organization External Environment :

**External Environment.**

External Factors And forces that direct impact organization performance.

**Customer**

**General Public**

Supplier.

Competitor.

Pressure Groups.

Individual:

A Single person is Responsible for whole business profit and loss and also invest individually in business.

7-Partnership:

Partnerships come in two varieties:

General partnerships and limited partnerships:

In a general partnership, the partners manage the company and assume responsibility for the partnership's debts and other obligations. A limited partnership has both general and limited partners. The general partners own and operate the business and assume liability for the partnership,

while the limited partners serve as investors only; they have no control over the company and are not subject to the same liabilities as the general partners.

Sole proprietorship:

The sole proprietorship is the simplest business form under which one can operate a business. The sole proprietorship is not a legal entity. It simply refers to a person who owns the business and is personally responsible for its debts.

8-Management:

Management is the process of working with different resources to accomplish organizational goals.

Types of Management:

TOP MANAGEMENT

Set Objectives

Scan Environment

Plan And make Decision

MIDDLE MANAGEMENT

Allocate resources

Oversee first line management

Report to top management

Develop activities

FIRST LINE MANAGEMENT

Coordinate Activities

Supervise Employees

Report to middle management

Day to day operations

Top Management

The board of Directors

President

V-President

CEO

Our top management of organization give idea to our corporation And also give the flow of our business, how to deal in business.

Middle Management.

General Manager

HR Manager

Sales Man Leader

In Our Business Three people to give instruction from first line management .

These are carry out the plan of top management and communicate with top management and report the top management.

First Line Management.

Supervisor

New people Trainer

In which involve the supervise people he also subordinates of middle management. Motivating the proper implementation to workforce people in corporations.

9.Project Investment

|  |  |
| --- | --- |
| Description | Amount (Rs) |
| Total Fixed Cost | 6,415,500 |
| Working Capital | 746,667 |
| Total | 7,162,166 |

.Input Requirements

Machinery and Equipment Requirements.

Equipment Detail.

|  |  |  |
| --- | --- | --- |
| Description | NO | Total Price (PKR) |
| Tube Well | 1 | 1,200,000 |
| Transformer | 1 | 500,000 |
| Air pump/Water Pump | 4 | 80,000 |
| Net | 1 | 20,000 |
| Telephone set | 1 | 15,000 |
| Filters | 4 | 80,000 |
| Total | 12 | 1,895,000 |

.Human Resource Requirement Details

|  |  |  |  |
| --- | --- | --- | --- |
| Description – HR Requirements | No | Salary per month | Salary per year |
| Farm Manager | 01 | 15,000 | 180,000 |
| Helpers | 03 | 5000 | 180,000 |
| Guards | 1 | 5000 | 60,000 |
| Total |  |  | 420,000 |

. Land and Building Requirement Details

|  |  |  |  |
| --- | --- | --- | --- |
| Description – Land and Building | Cost | Area sqr ft | Total Cost |
| Land | 01 | 391,500 | 2,740,500 |
| Office Building cum Store | 03 | 250 | 125,000 |
| Construction of Ponds 8 | 01 | 320,000 | 1,600,000 |
| Total |  |  | 4,465,500 |

.Furniture and Fixture Details

|  |  |
| --- | --- |
| Description | Total Cost |
| Furniture and Carpeting Requirement | 20,000 |

. Total Capital Requirements

|  |  |
| --- | --- |
| Capital Investment | Rs. |
| Land | 2,740,500 |
| Building/Infrastructure | 1,725,000 |
| Equipment/ Machinery | 1,880,000 |
| Furniture and fixtures | 20,000 |
| Office equipment | 15,000 |
| Pre-operating Cost | 35,000 |
| Total Capital Costs | 6,415,500 |

|  |  |
| --- | --- |
| Working Capital | Rs. |
| Equipment spare part inventory | 141,667 |
| Raw material inventory | 255,000 |
| Cash | 350,000 |
| Total Working Capital | 746,667 |
| Total Investment | 7,162,167 |

Project Financing

|  |  |
| --- | --- |
| Initial Financing | Rs |
| Equity | 2,864,866 (40%) |
| Debit | 2,148,700 (30%) |
| Equity | 2,148,700 (30%) |
| Total Investment | 7,162,167 |

Finance

Fixed capital requirements and working capital requirements providing/arranging funds for business activities.

Total cost of our project by Percentage

|  |  |  |
| --- | --- | --- |
| Owner Equity/Capital | Percentage | Rupees(Rs) |
| Faisal | 20% | 14,32,434 |
| Atif | 20% | 14,32,434 |
| Ex(Equity) Finance |  |  |
| Add Partner | 30% | 21,48,650 |
| Ex(Debt)Finance |  |  |
| Friends | 10% | 7,16,216 |
| Bank Loan | 20% | 14,32,432 |
| Total | 100% | 71,62,167 |

**Job Analysis and positions**

Managemen Skills

|  |  |  |
| --- | --- | --- |
| Name | Post | Skills Required |
|  | Top Management |  |
| Ikram | CEO | Planning Skills (MBA) |
|  | Middle |  |
| Sufian | HR Manager | HR Skills |
| Zeshan | Sales Man Leader | New product selling Skills |
|  | 1st Line Management |  |
| Waheed | Supervisor | Communication Skills |
| Tayyab | Guard | Guard Traning/Retired prsn |
| Tahir | Guard | Guard Traning/Retired prsn |
| Azeem | Fish Caretaker/pond1 | Basic Knowledge About Fish |
| Javed | Fish Caretaker/pond2 | Basic Knowledge About Fish |
| Qasim | Fish Caretaker/pond3 | Basic Knowledge About Fish |
| Ali | Fish Caretaker/pond4 | Basic Knowledge About Fish |
| Ahmad | Fish foodprovider/pond5 | Basic Knowledge About Fish |
| Asif | Fish food provider/pond6 | Basic Knowledge About Fish |
| Abbas | Fish food provider/pond7 | Basic Knowledge About Fish |
| Nasir | Fish food provider/pond8 | Basic Knowledge About Fish |

Ponds Fish Quantity and Working Men’s required

|  |  |  |  |
| --- | --- | --- | --- |
| Fishes Name | Fish Quantity | Ponds Quantity | Men’s Required |
| Rohu | 600 | 2 | 2 |
| Thaila | 200 | 1 | 1 |
| Mrigala | 150 | 1 | 1 |
| Silver Carp | 400 | 2 | 2 |
| Grass Carp | 500 | 2 | 2 |

10-MARKET ANALYSIS

Target customer

The target customers for fish are households, hotels, restaurants and pharmaceutical companies. Initially the project will focused on local market, depending upon its successful operation it would be market in other customer groups of the country at national level.

.Hotels

.Restaurants

.Fast Food Eateries

.Households

**Marketing:**

The marketing of Fish follows the traditional channels of distribution. Generally fish are distributed in the market through middlemen and wholesalers. The role of middlemen and wholesalers is to identify buyers and negotiate the price. Fish are transported to the urban market and are sold to retailers. The time spent in getting fish from the farm to the retail shop varies from area to area. Although collection and handling of fish has improved with the use of loader vehicles, but it is an established fact that greater the distance between the farm and consumer, more complicated will be marketing system including their collection, handling and transportation to the middlemen or consumer as per perishable nature of the product. The trick in marketing is availability of current market information of fish supply and demand, which will determine the selling price.

**11-SWOT Analysis**

The purpose of SWOT analysis, used organization’s strength to capture external opportunities and protect the organization from external threats correct critical weaknesses.

So in our project SWOT also play important role to find out our weaknesses, threats.

**11.1 Strength**

* Less labor intensive than other agriculture.
* Improved Food security.
* Source of water used for irrigation and livestock and also household use.
* Pond Bottom mud used to fertilized garden.

**11.2 Weakness**

* High initial cost for training, pond construction and inputs.
* Need expert for choice of fish species.
* Require training on fish rearing and pond management.
* Expensive construction and operation costs.

**11.3 Opportunities**

* Successfully 2008 ESP government pond initiative.
* Increase local government financial support.
* Ready market due to government undersize fish ban.
* Change source input-purchase, rent or hire.

**11.4 Threats**

* Constraint access to input.
* Lack of trained extension officers.
* Low land availability
* Need close proximity to water.
* High labor costs.

**12-FUTURE PLANNING**

Our fish center has good experience persons that provide high pure and fresh fish foods.After the success in pakisan we want to coprate in different countries and also want to create less expensive foods.

AT THE END :

Our mission to heal the Pakistan nation