



اَوْنُو تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



MASTER FRYER ENTERPRISE

TITLE : BURGER PATTY FRYER

PREPARED BY:

ABDUL HAKIM BIN AZMI	2014406408
AIZAT BIN RAFIE	2014238814
ADAM HARITH BIN HASHIM	2014444758
ABD RAHMAN BIN JUNAIDI	2014218106
AMIRUL SYAFIQ BIN MD HALIL	2014455368
MUHAMMAD GIRI BIN OMAR	2014664932

LECTURER'S NAME : MADAM THAHIRA BIBI BINTI TKM THANGAL

ACKNOWLEDGEMENT

Assalamualaikum. First of all, we would like to raise our grateful to Allah S.W.T for giving us the strength to be able to complete this business project report. We also would like to thank our lecturer, Madam Thahira Bibi Binti TKM Thangal for approving our business project which is burger patty fryer. We also would like to thank her for her guidance, knowledge and thus improving and assisting us in completing this report.

Next, we would like to congratulate ourselves for be able to cooperate and dedicated to complete this business project report no matter the consequences. This report would be in vain without our team members support.

Last but not least, we would like to acknowledge our family and friends for their continuous support no matter what we do.

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

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

2.2

3 BUSINESS BACKGROUND

3.1

3.2

3.3

4 BACKGROUND OF PARTNERSHIPS

5 LOCATION OF BUSINESS

6 MARKETING PLAN

7 OPERATIONAL PLAN

8 ADMINISTRATION PLAN

9 FINANCIAL PLAN

APPENDICES

PARTNERSHIP AGREEMENT

The business is based on partnership consists of 6 members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

Our product which is burger patty fryer is the star product of our company Master Fryer with our tagline Fry For Life. Our company is located at 29, Jalan Masai Utama, Taman Masai Utama, 81750 Masai, Johor.

Master Fryer is a company that focuses our skills and knowledge on burger patty frying in Malaysia. Burger making is a very annoying and time-consuming task. Usually, burger is fried on regular gas stove. Our company would like to solve this problem to ease the life of the people.

Thus, we have created and developed a very reliable and innovative product specifically to fry burger patty. From the concept of sandwich toaster, we have made a very special innovation and the burger patty fryer is created. Our product uses electricity and heating element instead of regular gas stove just like a sandwich toaster. It has a lid and the burger patty will fry all the way without troubling the user to flip the burger patty.

We are hoping and wishing to make our burger patty fryer able to achieve outstanding demand and support from the community. Our vision is to be a worldwide company selling innovative products to the world.

1.1.Name of the Business

The name of this company is Master Fryer. Our company provides and develops reliable and good quality product in Malaysia such as the burger patty fryer. The name Master Fryer comes from the inspiration of masterchefs all over the world and our product which is the burger patty fryer. Thus, Master Fryer sums up to be the master of all kitchen appliances because of its reliability and good quality.

1.2. Nature of Business

Master Fryer is under the food processing sector and we chose this sector because we know that Malaysia has variety of races and religions, thus variety of food in the country. One of Malaysian's favourite is burger.

1.3. Industry Profile

In Malaysia, this sector accounts for about 10% of Malaysia manufacturing output. Processed foods are exported to 80 countries, with an annual export of more than RM5 billion which amounts to two-thirds of the total exports of over RM10 billion. Although the export performance of this sector has doubled over the last ten years, Malaysia continues to be a net importer of food products with annual imports of more than RM12 billion. As the food 'processing industry plays a key role in the economy, government support will continue to encourage and nurture operators with the aim of increasing exports, replacing imports and adding value to product. Today, Malaysia provides a significant pool of active consumers who will continue to modernize their eating habits, leading to increasing consumption of imported food and beverages.