



**UNIVERSITI TEKNOLOGI MARA SARAWAK
SAMARAHAN CAMPUS**

FACULTY OF OFFICE MANAGEMENT AND TECHNOLOGY

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY



FROOZY FOOD TRADING

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1.0 ACKNOWLEDGEMENT

Alhamdulillah, we would like to thank God for His Blessing to us in our way to finish and complete ETR 300's business plan project. With the spirit of team work, we managed to handle this project without any serious problems.

We want to express our thanks and grateful to our lecturer, **Mr. Jammeson Garry**, in order to complete our project. He has given a lot of advices, guidelines and information which is related to the project. Those advices, guidelines and information were very useful for us to make sure the project successfully done.

Besides that, we also like to express our thanks to the people who helped us to finish our project either directly or indirectly. A very special thanks we want to give to our family and our friends because of their moral support.

Last but not least, we are proud of ourselves because of the commitment, contribution, cooperation and efforts towards this project in preparing a quality and good business plan paperwork.

Thank you.

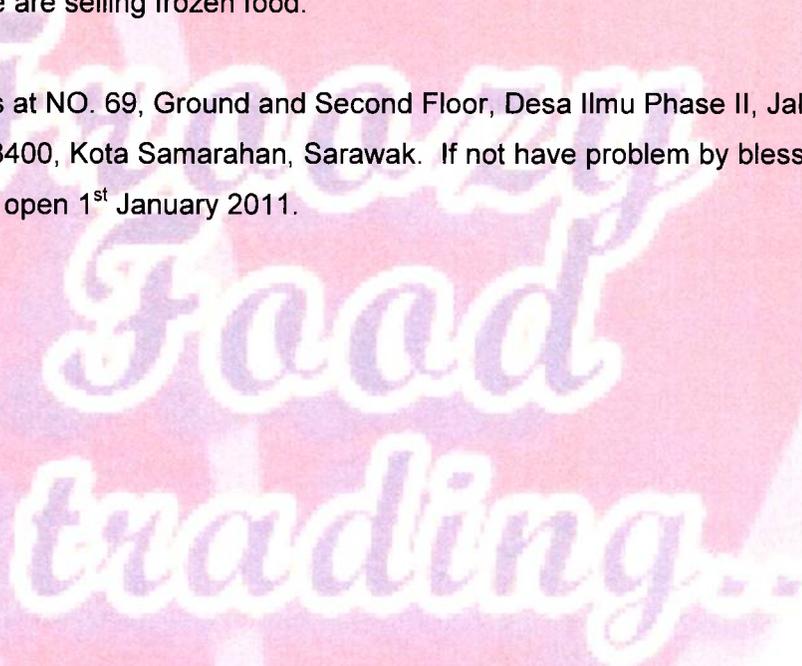


1.1 EXECUTIVE SUMMARY

The name of our company is Froozy Food Trading. The top management is very important to responsible for setting quantifiable, measurable and attainable objectives. This is for the top management to achieve the objective of the company for run smoothly. This is our responsibility for being top management committee.

For "Froozy Food Trading", our policy is developed as guideline for our daily operation of the company due to maximise profit and to supply fresh food to customers. Our major business activity is we are selling frozen food.

This business place is at NO. 69, Ground and Second Floor, Desa Ilmu Phase II, Jalan Datuk Mohd Musa, 93400, Kota Samarahan, Sarawak. If not have problem by blessing from God our business will open 1st January 2011.

A large, semi-transparent watermark of the company logo is centered on the page. The logo consists of a shield-shaped background with a vertical line down the center. Overlaid on the shield is the text "Froozy Food trading..." in a stylized, cursive font. The word "Froozy" is at the top, "Food" is in the middle, and "trading..." is at the bottom. The watermark is light pink and serves as a background for the text in this section.

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1.5 INTRODUCTION

We must have an efficient and complete method of management in an administration of business. All partners must involve in this strategic management. The most important thing that we must take care is efficiency in the management. To make sure our objectives will be achieved we have put our effort in preparing this business proposal.

Marketing, production and financial aspect must be consider in business which consist a complete term of management that is planning, organizing, leading and controlling. All this aspect really assists in achieving our goals.

Administration also needs to set vision and mission which can be use by the organization as a guideline to get the profit. Beside that administration also include the allocation of resources to avoid wasteful besides can give a better in develop the money based on requirement of every department.

Another responsible of administration is determining the process in achieving the organizational goals where this administration needs to ensure all the department cooperates with each other.

Apart of that, it must be able to provide better services for the employees. For example welfare, allowances, SOCSO, EPF and other benefits to make the employees feel secure.

The roles plays by the administration department really determine the effective and efficiency of their organization to make sure the goal can be achieve.

Administration must make sure that they organize their organization in a good condition because it can affect the relation among our organization; customer and also can encourage people to cooperate and join our organization.