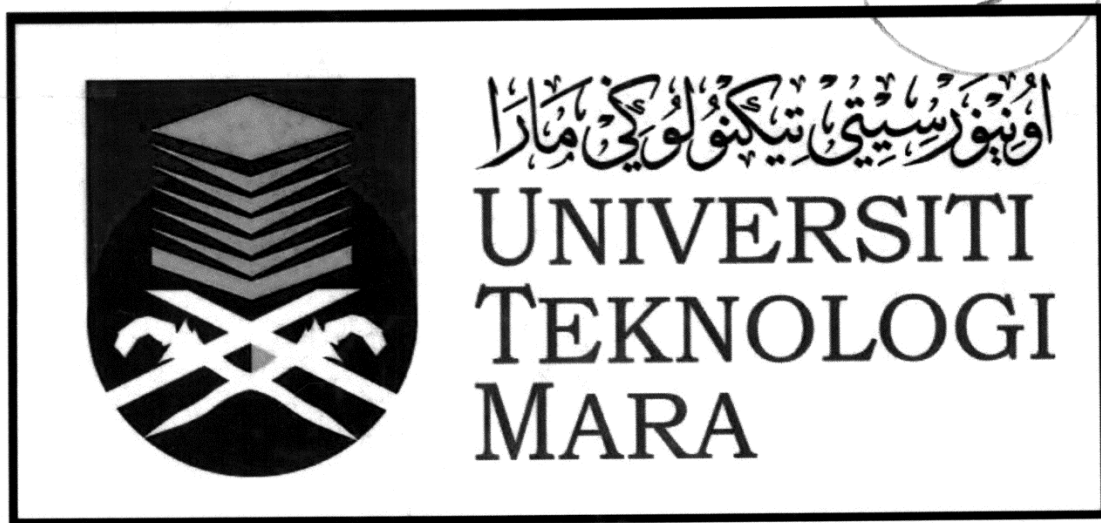




BUSINESS PLAN ENT 300

JCS1435D

CHEASY BOOM

NO.	NAME	MATRIC NO.
1.	Karyn Ferdinand Sitaim	2014808304
2.	Nurrul Farahanee bt Burhanuddin	2014683374
3.	Mohd Fahmi bin Md Sulaiman	2014453424
4.	Nurul Afiqah bt Mohd Yunus	2014621962
5.	Nur Nazirah bt Mohd Nazri	2014243496
6.	Nur Syazwani Syakirah bt Mohd Hidzir	2014497632
7.	Norfarahin bt Abu Bakar	2014836836

Lecturer: Miss Rosmah bt Abdul Ghani@Ismail

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BISMILLAHHIRRAHMANNIRRAHIM

First of all, Alhamdullilah, praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT 300 subject.

We, as a group partner accepting this as a challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other different way to be a guideline to encourage our effort for becoming an educative and succeed business people.

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Thank you.

1. Introduction

1.1. Name of the company

The name of our company is Cheasy Boom which will manufacturing or producing new frozen product based on meat that will produce a frozen foods that remain safe indefinitely.

1.2. Nature of Business

Cheasy Boom is the type of company that manufacturing and producing new frozen meat.

Cheasy Boom is a Bumiputera-owned food-based manufacturer dealing in meat-based products such as beef and chicken.

1.3. Industry Profile

Freezing is one of the oldest and most widely used methods of food preservation, which allows preservation of taste, texture, and nutritional value in foods better than any other methods. As a food industry that has been recently found, Cheasy Boom will introduce the new frozen meat to the customers that will provide the healthy and high quality meat that will attract the customers.

1.4. Location of the business

Our location is situated in Bandar Baru Bangi that also located near to the capital city of Malaysia which is Kuala Lumpur. Bandar Baru Bangi is the most suitable to start our business because the location is strategic to expand our business.



1.5. Date of business commencement

We choose to start our business on 8th January 2017. We choose to start a business a week after the date of registration of our company which is on 1st January 2017.

1.6. Factor in selecting the proposed business

The reasons why we choose to do the manufacturing and producing frozen meat because we want to introduce the new kind of flavor frozen meat to the customers. After that, frozen meat is the most wanted product by the customer and the demand for frozen meat.

1.7. Future prospects of the business

For a start, we will see the acceptance of the customers about our products in Bandar Baru Bangi. In the future, we will introduce our frozen meat in several ways and places depending upon our performances.