



اَوْنِوَرَسِيْتِي تَيْكُونُو لَوِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF SPORT SCIENCE AND RECREATION**

**DIPLOMA IN SPORT STUDIES**

**FUNDAMENTALS OF ENTERPRENUERSHIP**

**ENT 300**

**TITLE:**

**KUIH FROZEN TRADITIONAL ENTERPRISE**

**PREPARED BY:**

1) NUR NAZATUL HUSNA BT FAIRUL SHUKRI (2019603054)

2) NUR SYAZZANA BT SUHAIMI (2019244848)

3) NURAIENA BALQIS BINTI MOHAMAD (2019231258)

4) ZAKIE ASYRAF BIN RAZALI (2019279498)

5) WAN AHMAD ARIF SHAFIE BIN FAUZI (2019446142)

**CLASS:**

**SR1134D**

**PREPARED FOR:**

**MADAM SITI FAHAZARINA BINTI HAZUDIN**

**Diploma in Sport Studies (SR113)**

**Faculty of Sport Science and Recreation**

**Universiti Teknologi MARA Cawangan Pahang**

**26400 Pahang**

**17 JULY 2021**

**Madam Siti Fahazarina Binti Hazudin**

**Lecturer of Fundamentals of Entrepreneurship (ENT300)**

**Faculty of Business Management**

**Universiti Teknologi MARA Cawangan Pahang**

**26400 Pahang**

**Madam,**

**Submission of the Business Plan (ENT 300)**

**Attach is the business plan title “KUIH FROZEN TRADISIONAL” to fulfil the requirements as needed as university requirements.**

**Thank you,**

**Yours sincerely,**

A handwritten signature in black ink, appearing to be the name of the sender, located at the bottom of the page.

.....

**( NUR NAZATUL HUSNA BT FAIRUL SHUKRI )**

**GENERAL MANAGER**

### **ACKNOWLEDGEMENT**

**Entrepreneur subject have taught about how to manage business also complete the assignment during finish this report. Business Plan joined of the necessities that require to be accomplishing within the course work assessment for the ENT 300.**

**We would prefer to take this chance to thank to our lecturer of Fundamentals of Entrepreneurship, Madam Siti Fahazarina Binti Hazudin for her support and advice in complete this group assignment. We very appreciate what have she done to elucidate about this assignment. Without her, we might not be ready to complete this business plan. May Allah reward her for all her efforts. Besides, to not be forgotten to our parents in supporting us to complete this business plan. This business plan has been prepared with the cooperation from many folks.**

**Through these problems we manage to become more organize and mature in addressing problem that happens during our research. This business plan covers organization, marketing, operation, financial and the other information needed by a replacement entrepreneur as a guide to start out the business.**

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## **EXECUTIVE SUMMARY**

**Kuih Frozen tradisional established with the aim of excellence. The company was established in 2017 and the purpose of the company producing these traditional cakes is to further develop the best types of kuih tradisional for the local market. Our company adopts a homemade attitude from family recipes that we want to develop further. we started a small business like making kuih tradisional at home and didn't have many employees.**

**We also only sell kuih tradisional in rembau district and get little profit. In 2018 our cake became the talk of the town as it catered to their tastes. We have also rented a store with the intention of wanting to grow our business. We also get orders for sale in stores and supermarkets. We also provide charge of delivery (COD) services for our customers. Our company also offers reasonable and affordable prices.**

**The management of this kuih frozen tradisional consists of 5 management divisions. Nur Nazatul Husna Bt Fairul Shukri holds the position of General Manager, Wan Arif Shafie as a administration manager , Zakie Asyraf as a marketing manager , Nuraiena Balqis as a operation manager and Nur Syazzana as a financial manager.**

**Our kuih tradisional can cater to all tastes of customers of all ages because our cakes do not have harmful ingredients. Not only that, for customers who buy more than 30 packages will get free shipping and FOC i.e. Free purchase to avoid bulk purchases. Our company also uses social sites to promote various types of high quality cakes. We also have agents in every state to further expand our business. We also get all kinds of negative and positive feedback .our company adopts attitudes that like negative becomes teaching and positive becomes passion.**

**There are various types of products such as karipap ayam ,karipap daging ,karipap sardine .karipap kentang,kasturi, vadei ,samosa ,donut ,bob bijan , ubi getuk ,and cucur badak . In addition, we also already have a planned service commitment to build our business brand more widely through various types of promotional medium platforms such as advertisements, signage and daily newspapers. Therefore, we will also guarantee that customers who come to kedai kuih frozen tradisinal will come home with a smile of satisfaction and well worth it.**