



اُنِيُوْ تِكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCES

DIPLOMA IN SCIENCE (AS120)

AS1205A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

CC FROZEN

MEAT

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LETTER OF SUBMISSION

Diploma in Science (AS120)
Faculty of Applied science
Universiti Teknologi MARA Cawangan Pahang
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Madam Normilia Abd Wahid
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Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**CC FROZEN – MEAT**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
Muhammad Luqman Ariff Mazwar
General Manager

ACKNOWLEDGEMENT

First of all, we would show our gratitude towards Allah SWT for we were able to complete this task which was our last assignment for this course. Also, we would like to express our gratitude to our lecturer for this course Madam Normilia Abd Wahid for her dedication, enthusiasm and knowledge. Her guidance helped us in completing this assignment throughout the period. We are very grateful for having her as our ENT300 lecturer. This assignment cannot be completed without our group members, Muhammad Azim Suhaimi, Muhammad Qamarul Amsyar Hazani, Aniv Danial Ahmad Navi and Anif Irfan Afzan's dedications, cooperation, teamwork. Last but not least, we also would thank our classmates and friends for their support, time and willingness to help us out during this assignment completion directly or indirectly.

TABLE OF CONTENTS

LETTER OF SUBMISSION.....	2
ACKNOWLEDGEMENT.....	3
TABLE OF CONTENT.....	4
EXECUTIVE SUMMARY.....	5
1 BUSINESS BACKGROUND.....	6 - 8
2 OWNER BACKGROUND	9 -13
3 ADMINISTRATION PLAN.....	14 -17
4 MARKETING PLAN.....	18 - 26
5 OPERATIONAL PLAN.....	27 - 36
6 FINANCIAL PLAN.....	37 - 42

EXECUTIVE SUMMARY

CC Frozen is a meat wholesaler which sells meat by parts such as sirloin, rib, T-bone and much more at high quality. This includes the freshness of the meat, the cuts, packaging and others. The concept in our products is to give high quality meats that we guarantee their Halal status as well as some complementary such as well-packaged meat, to our customers. Since our business is expertise in selling differentiated meats, our main target customers would be restaurant and cafe owners, hotels and for ceremonial events such as weddings, feasts and others. However, it is not restricted to anyone who is willing to buy our products for their daily consumption. What makes CC Frozen unique from the other meat wholesalers is we take care of our relationship with the customers especially the regular ones. Giving some discount to our regular customers or those who buy in bulk is one of our initiatives. Also, all of our workers are as friendly as ever. Besides, our business location is quite strategic because it is near to the restaurants, hotels and residential areas as well.

Even though our revenue stream is by mean of selling meat products only yet still our business is capable of generating profit. As for 2020, our profit is RM 94,076 and an increment of 10% on the following year.

In CC Frozen, it is a partnership business and we run this business without any additional workers. Each one of us has specific tasks such as marketing, operations and other tasks. Overall, the general manager is Luqman Ariff who is the one who oversees daily business operations meanwhile Aniv Danial who works as administration manager, Azim Suhaimi would be an operation manager. As for financial works, Anif Irfan will be in charge of handling it. Last but not least, the marketing manager is Qamarul Amsyar.