



اُنِيْوَرْسِيْٓتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
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FACULTY OF ACCOUNTANCY

DIPLOMA IN ACCOUNTANCY (AC110)

FUNDAMENTALS OF ENTREPRENUERSHIP (ENT 300)

BUSINESS PLAN ROBIE FROZEN WORLD

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LETTER OF SUBMISSION

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title "Robie Frozen World – DIGITAL CALCULATOR"
to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



Robiatul Dayana binti Mustafa Kamal

General Manager of Robie Frozen World

ACKNOWLEDGEMENT

First of all we would like to thank ALLAH S.W.T and HIS messenger, Prophet Muhammad S.A.W. Because of HIS blessings we successfully finish this assignment. We had finally finished this group project with so much determination. All effort that we put to discuss and seek for information are worth our time that we spent.

Therefore, we would like to thank the individuals who had guided us in making this report. The success and final outcome of this assignment required a lot of guidance and assistance from many people. We would like to express our special thanks to our lecturer Madam Siti Fahazarina, who gave us opportunity to make a business plan project on "Robie Frozen World".

We are really grateful because we managed to finish this assignment within the time given by our lecturer. All of this thank to our precious group member Farah Adiba, Nurin Batrisyia, Rafa Khalida, Robiatul Dayana and Wan Alya. Without our effort and co-operation this assignment cannot be completed. Last but not least we we would like to express our gratitude to our family and friends for support us from the beginning until the end.

We hope our assignment will be receive with open heart. We had used all our effort and knowledge to complete this report. Hopefully our effort are worth it.

Thank you

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EXECUTIVE SUMMARY

Business plays an important role in our life. It is one of the competitive activities that will contribute something towards our future society. There are varieties of businesses that people focus on for example the food industry. The demand of frozen food became high day by day. In order to fulfill all the demands, a business was established and named Robie Frozen World. In which their main goal is to meet the demands of this kind of food with high quality ingredients at affordable prices as well as satisfy their needs.

Robie Frozen World is a well build frozen food business located in Bentong, Pahang. It has been started since January 2020 and still continue until now. This business mainly focused on selling frozen foods such as karipap, pau, pizza, spaghetti and many more. All of this food is fully homemade and the owner of this business is concerned of the ingredients they use.

Since this business located in a center of city obviously their market size are quite big. Robie Frozen World had catch so much attention from citizens especially women and men who are working or university students who live by themselves or maybe people who are conscious about their health. Aside from their affordable price Robie Frozen World knows of the healthiness and tastiness of their foods. The most important part is Robie Frozen World also recognized as Halal products

In this report we will see why Robie Frozen World is better than their rivals. It can see in the business cost structure, the quality of Robie Frozen World provide, their customer service and many more.. Robie Frozen World is more likely to differential advantage because of their uniqueness of business. There are not many competitors that can still operate in this kind of business.

All of this achievement will not be theirs without the cooperation from all the staffs of Robie Frozen World , start from the general manager to the managers of each department to their employees and lastly their precious customers