



اُونِيُوَرَسِيْتِي تِي كُونُوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BANKING (BA119)

BA1195D

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

DELISH FREEZY ENTERPRISE

FROZEN FOOD

PREPARED FOR:

MADAM NOR AFFEEDA BINTI RAMLI

PREPARED BY:

- NUR ALEEYA BINTI YAACOB (2018879156)
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- MUHAMMAD ASLAN MASKHADOV BIN ABDUL LATIF (2018431666)
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LETTER OF SUBMISSION

Diploma in Banking,
Faculty of Business and Management,
University of Technology MARA,
Pahang Campus Raub,
27600 Raub,
Pahang Darul Makmur.

Madam Nor Affeeda binti Ramli,
Lecturer of Fundamental of Entrepreneurship.
Faculty of Business and Management,
University of Technology MARA,
Pahang Campus Raub,
27600 Raub,
Pahang Darul Makmur.

10th December 2020

Dear Madam,

SUBMISSION OF BUSINESS PROPOSAL

Referring to the matter above, Delish Freezy Enterprise would like to submit our business plan for your analysis, evaluation and references. Those are Delish Freezy Enterprise business partners and our business address are mentioned below:

2. Details of the partners are as followed:
 1. Nur Aleeya binti Yaacob (2018879156)
 2. Farina Hanisa binti Mohd Fadil (2018214582)
 3. Siti Zulaikha binti Hussin (2018413216)
 4. Muhammad Aslan Maskhadov bin Abdul Latif (2018431666)
 5. Muhammad Ariff Aiman bin Hassan (2018655254)

EXECUTIVE SUMMARY

Delish Freezy Enterprise is a company that sells frozen foods to its customer. It is located at No. 1-2, Jalan 4/4C, Desa Melawati, 53100 Kuala Lumpur near Katalina Medispa and other business area. Since it is located in an urban area, the company plans to introduce the high-end quality of the product with reasonable price to compete with the existing competitors in the area. The uniqueness of the shop is it serves frozen foods with the tagline 'Delight In Every Bites'. This means that Delish Freezy Enterprise selling frozen foods that can give joyful feeling to the customer in every bites. It is due to the high quality of frozen foods by Delish Freezy Enterprise that might be the main point of attraction for people to buy.

This business is based on a partnership, consisting of five members that have responsibilities to operate the business with the guide of business plan. The members holding important roles in the organization, such as general manager, administration manager, finance manager, operation manager and marketing manager. They have an astounding background that makes them more than qualified in fulfilling the positions assigned to them.

Other than that, Delish Freezy Enterprise offers products that have affordable prices to be bought by the customer. The affordable prices will be applied on every product that has been produced by Delish Freezy Enterprise such as chicken nugget, french fries and chicken frankfurters. The products are suitable for the customer who wants the minimal time to prepare a meal which another word is 'instant' yet affordable to buy.

We aim to raise a great amount of profit annually. Other than that, equipped with the best organization members that able to manage the operation system systematically which can produce the high-end quality product, we hope to successfully become the most profitable shop in Kuala Lumpur.

1. Business Background

Table 1.0 Business Background

Name of the Business	Delish Freezy Enterprise
Business Address	No.1-2, Jalan 4/4C, Desa Melawati, 53100 Kuala Lumpur
Correspondence Address	No. 4 Taman Ixora 5 28380 Kemayan Bera, Pahang.
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Producing frozen foods
Date of Commencement	1 January 2021
Date of Registration	5 December 2020
Registration Number	1314323-A
Name of Bank	Maybank
Bank Account Number	

1.1 Vision and Mission

1.1.1 Vision

To be recognized nationally as one of the company that produces high quality of Halal frozen foods with affordable price.

1.1.2 Mission

To maintain the highest standard of quality for our products while keeping prices affordable and become the world's leading company for Halal frozen foods products and services.