



اُونِيُوَرَسِيْتِي تِيكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
FUNDAMENTALS OF ENTREPRENUERSHIP (ENT300)**

BA111 5C

**JIAAZ ENTERPRISE
JIAAZ FROZEN CURRY PUFF**

PREPARED FOR:

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SUBMISSION DATE: 21 JANUARY 2021

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LETTER OF SUBMISSION

Diploma in Business Studies (BA111)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

30 DECEMBER 2020

Miss Norulhuda Binti Tajuddin
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Miss,

Submission of the Business Plan (ENT 300)

Attach is the business plan title **JIAAZ ENTERPRISE – FROZEN CURRY PUFF** to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

najihaasmadi

.....
Nurul Najiha Binti Asmadi
Chief Executive Officer

EXECUTIVE SUMMARY

Jiaaz Frozen Curry puff offer people a pastry product called curry puff. It is a half-moon shaped pastry with various flavors like curry flavored potato, minced chicken or beef, sardine and red bean. It is commonly found at the street food stand in South East Asian countries but our brand sell a frozen readymade curry puff. Freezing food preserves it from the time it is prepared to the time it is eaten. Freezing food slows down decomposition by turning residual moisture into ice, inhibiting the growth of most bacterial species so that our curry puff can last a long time. Then, we also put a very high attention to the quality of our product as in the ingredient selection and we also use machines models types that suitable for producing curry puff. We identify that our customer is in a middle age so our products will be sell with an affordable price that everyone can afford.

Our store is located in Bentong Prima, Pahang Darul Makmur since we found that location is the most strategic place for people around Bentong city to shop for our frozen curry puff. Thus, Bentong is one of the main road for people to travel to East Coast Malaysia and it is quite near from Kuala Lumpur. We also develop our marketing strategy through social media to ensure our brand get enough publicity so that it will become well-known. Our product is suitable for all especially people in the middle age because they prefer ready to eat foods rather than homemade food.

The management team is conducted by Nurul Najiha binti Asmadi as the founder and the CEO of Jiaaz Enterprise. She is helped by three workers which are Ifa Madihah binti Ramli as Administration Manager, Nurul Jannah binti Mat Nawawi as Financial Manager, Nur Amalia Natasya binti Ahmad Ridzuan as Operation Manager and Nor Azira binti Jenal as Marketing Manager. All of the workers has extensive experience of administrative skills, financial skills, operations skills and marketing skills whereby they also have attend various business talk that provide certification.

1. Business Background

Name of the Business	Jiaaz Frozen Curry puff
Business Address	Lot P-6/G, Bentong Prima, 28700 Bentong, Pahang Darul Makmur
Correspondence Address	Lot P-6/G, Bentong Prima, 28700 Bentong, Pahang Darul Makmur
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	
Main Activity	Selling Curry puff Frozen
Date of Commencement	1 st February 2020
Date of Registration	1 st January 2020
Registration Number	102012-K
Name of Bank	Maybank Berhad
Bank Account Number	

Table 1.0 Business Background

1.1 Vision and Mission

1.1.1 Vision

Jiaaz Frozen Curry puff to be the leading supplier of frozen food and being the preference of quality food items for everyone.

1.1.2 Mission

To continue improving the quality of our products continuously while preserving competitive prices and to have an impeccable customer experience.