



**UNIVERSITI TEKNOLOGI MARA SARAWAK  
SAMARAHAN CAMPUS**

**FACULTY OF OFFICE MANAGEMENT AND TECHNOLOGY  
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**



TM

**FROOZY FOOD TRADING**

**MUHAMMAD YUSRI BIN MUHAMMAD YUSOF  
NADIAH BT MOHD ZAKI  
ARYANTI BT TOTO  
NUR SYAFIQA AZLIN BT AZMI  
NUR SYAFIQAH BT JAMAHUSHAINI**

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2008262766  
2008268457  
2008259772**

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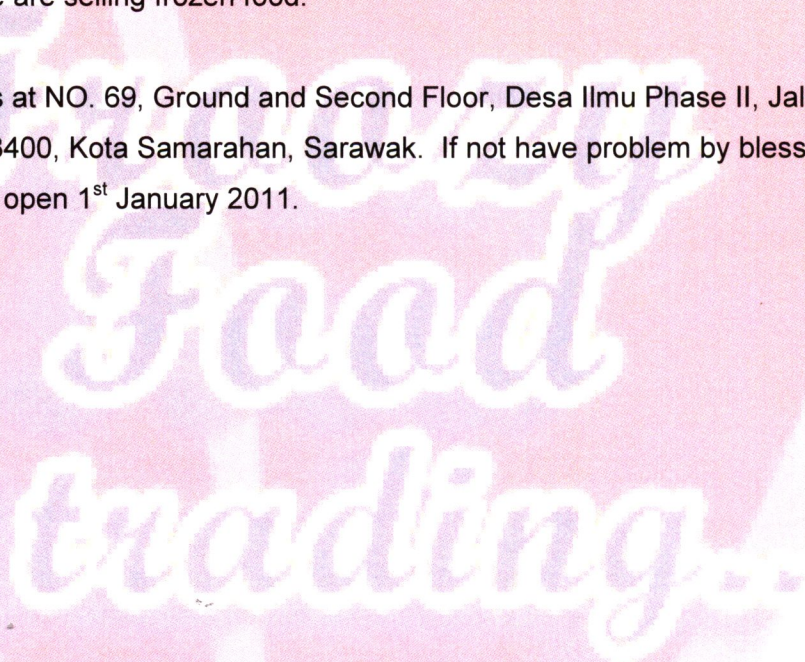


## 1.1 EXECUTIVE SUMMARY

The name of our company is Froozy Food Trading. The top management is very important to responsible for setting quantifiable, measurable and attainable objectives. This is for the top management to achieve the objective of the company for run smoothly. This is our responsibility for being top management committee.

For " Froozy Food Trading ", our policy is developed as guideline for our daily operation of the company due to maximise profit and to supply fresh food to customers. Our major business activity is we are selling frozen food.

This business place is at NO. 69, Ground and Second Floor, Desa Ilmu Phase II, Jalan Datuk Mohd Musa, 93400, Kota Samarahan, Sarawak. If not have problem by blessing from God our business will open 1<sup>st</sup> January 2011.

A large, semi-transparent watermark of the company logo is centered on the page. The logo consists of the words "Froozy Food Trading" in a stylized, cursive font, with "Froozy" on the top line, "Food" in the middle, and "Trading" on the bottom line. The text is white with a slight shadow effect, set against a light pink background that forms a shield-like shape.

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## 1.2 SUBMISSION LETTER

**ETR 300** students  
Diploma in Office Management and Technology  
MARA University of Technology  
Samarahan Campus  
Jalan Meranek  
94300 Kota Samarahan  
Sarawak

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Mr. Jammeson Garry  
ETR 300 Lecturer  
Universiti Teknologi Mara  
Samarahan Campus  
Jalan Meranek  
94300 Kota Samarahan  
SARAWAK

02 October 2010

Sir,

RE: Submission of Business Plan

As a representative of our company, "**Froozy Food Trading**", I would like to submit our business plan for your evaluation and further action. We are very grateful for the generous amount of motivation and support not to mention guidance given which has indeed paved us the way and anchored us towards our aims and goal when preparing and finally completing this business plan on time and as scheduled.

2. For all five of us, ETR 300 (Introduction to Entrepreneurship) has given us a clear picture on the fundamentals of starting a business. Along the way, we gathered many ideas, which we personally felt, would have done much use and benefit to us if ever "**Froozy Food Trading**" became a reality. We highly compute that it is not all that easy to become an entrepreneur what more a successful entrepreneur. It takes diligence, innovativeness and patience, just to name a few, which we regard as the main ingredients to achieve success in order to overcome all forms of obstacles and risks, all of which we have learnt as we attempted this business plan.
3. Your undying attention, guidance and cooperation have taken us far by allowing this business plan to become a reality. It is insufficient to express our words of gratitude for all the knowledge that you have passed on to us as well as your continuous effort in assisting us as much as you can in completing this business plan.

Thank you



## 1.5 INTRODUCTION

We must have an efficient and complete method of management in an administration of business. All partners must involve in this strategic management. The most important thing that we must take care is efficiency in the management. To make sure our objectives will be achieved we have put our effort in preparing this business proposal.

Marketing, production and financial aspect must be consider in business which consist a complete term of management that is planning, organizing, leading and controlling. All this aspect really assists in achieving our goals.

Administration also needs to set vision and mission which can be use by the organization as a guideline to get the profit. Beside that administration also include the allocation of resources to avoid wasteful besides can give a better in develop the money based on requirement of every department.

Another responsible of administration is determining the process in achieving the organizational goals where this administration needs to ensure all the department cooperates with each other.

Apart of that, it must be able to provide better services for the employees. For example welfare, allowances, SOCSO, EPF and other benefits to make the employees feel secure.

The roles plays by the administration department really determine the effective and efficiency of their organization to make sure the goal can be achieve.

Administration must make sure that they organize their organization in a good condition because it can affect the relation among our organization; customer and also can encourage people to cooperate and join our organization.