

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300



اَوْنَهَوْرَسِيْتِي تِي كِنُو لُو يَكِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



Blizzard
enterprise



اَوْتَمُوْا رِضْوَانِي تِي كُنُوْا رِجَالٌ مَّرَاتِبًا
UNIVERSITI
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MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BLIZZARD ENTERPRISE

VEGGIE SLICER

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TABLE OF CONTENTS

LETTER OF SUBMISSION	3-4
ACKNOWLEDGEMENT	5-6
TABLE OF CONTENT	7-8
EXECUTIVE SUMMARY	9-10
1 INTRODUCTION	12-13
1.1 Name of Business	
1.2 Nature of Business	
1.3 Industry Profile	
1.4 Location of the Business	
1.5 Date of Business Commencement	
1.6 Factors in Selecting the Proposed Business	
1.7 Future Prospects of the Business	
2 PURPOSE	14-15
2.1 Evaluate the project viability and growth potential	
2.2 Apply for loans or financing facilities from the relevant financial institutions	
3 BUSINESS BACKGROUND	16-19
4 BACKGROUND OF PARTNERSHIPS.....	20-24
5 LOCATION OF BUSINESS	25-27
6 MARKETING PLAN	28-37
7 OPERATIONAL PLAN	38-52
8 ADMINISTRATION PLAN	53-60
9 FINANCIAL PLAN	61-74
10. APPENDICES	75-83
11. PARTNERSHIP AGREEMENT	84-88

EXECUTIVE SUMMARY

INTRODUCTION

Blizzard Enterprise is a start-up kitchen appliances located in Senai, Johor. Blizzard Enterprise expects to catch the interest of a regular customer base with its broad variety of kitchen appliances. The company plans to build a strong market position in the town, due to the partners' industry experience and mild competitive climate in the area. We aim to offer our products at a competitive price to meet the demand of the middle-to higher-income local market area residents and hotel affairs.

THE COMPANY

Blizzard Enterprise is incorporated in Senai, Johor. It is equally owned and managed by its three partners. Mr. Hakim has extensive experience in financial while person in charge in marketing is Mr. Arif Azhar, and was vice president of this company. Mr. Fadhil Aiman brings experience in the area of administration and operation management and finally our general manager, Mr Hishamuddin Ismail, which in charge handling our company affairs. The company intends to hire six full-time operators to handle the manufacturing machine and day to day operations.

PRODUCTS AND SERVICES

Blizzard Enterprise offers a broad range of high quality kitchen appliances which only the best materials are selected. This is because our product is related to food so suitable materials must be used make sure that we never exposed our customers to dangerous bacteria and disease.

THE MARKET

The kitchen appliances industry in Malaysia has recently experienced a rapid growth. This is because our country is one of the most, top-visited by the tourist, so our food industry is growing rapidly. This is why kitchen appliances is necessary. Our target is first to grow in Malaysia and then we can proceed globally.