

**MASFAREEZA'S FROZEN FOOD  
ENTERPRISE**

**LOT 18, JALAN 2A/4,  
KAWASAN PERINDUSTRIAN TAMAN RIA JAYA  
08000 SUNGAI PETANI  
KEDAH DARUL AMAN**

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## Introduction

The nation recovered from the Asian financial crisis of 1997/1998 to register two years of strong economic growth in 1999 and 2000. The momentum of growth which we have so painstakingly built up has, however, been affected since early this year by the greater-than-expected global economic slowdown, in particular that of the United States and Japanese.

In Malaysia, business developed vastly not only in big city such as Kuala Lumpur, Johor Bharu but also in other states such as in Penang and also in the Northern region. In the economic theory if there is an increase in economic in term of demand or supply so it may increase the other factors. The change of economic situation will probably influence the income per capital, the employment and the standard of living of the residence and others.

From these we agreed to set up our business here in Sungai Petani, Kedah. We choose Sungai Petani because we believe that it is a strategic place to operate our business. The environment in Sungai Petani is good enough in foaming the businesss. Besides having the best facilities, Sungai Petani is also surrounded by much housing area that most of the residences is at average level.

## BACKGROUND OF BUSINESS

1. Name Of The Company : MASFAREEZA'S FROZEN FOOD ENTERPRISE
2. Address Of The Company : Lot 18, Jalan 2A/4  
Kawasan Perindustrian Taman Ria Jaya  
08000 Sungai Petani  
Kedah Darul Aman
3. Correspondence Address : -Same-
4. Telephone No. : 04-4211160
5. Facsimile No. : 04-4211161
6. Type Of Business : Partnership
7. Major Service : Product
8. Date Of Commencement : January 2004
9. Business Registration Date : January 2003
10. Name Of The Bank : MARA Alor Setar
11. Started Capital : RM 120000

## **BACKGROUND OF LOCATION**

### **INTRODUCTION**

Masfareeza's Frozen Food Sdn. Bhd. is a business which provides food product in a form of frozen food. We concentrate on Malaysian traditional delicacies which varies to currypuff, samosas, apam, roti canai, cucur badak, onde-onde, cucur kacang and doughnut

### **LOCATION**

Masfareeza's Frozen Food Sdn. Bhd. is situated in Kedah, a town called Sungai Petani. It has a moderate amount of population which is increasing from time to time. It is located 4km away from Sungai Petani town within the residential estate of Taman Ria Jaya along Alor Setar – Butterworth Highway. The premise is located near the industrial area.

Our permanent address of the premise is at:-

Lot 18, Jalan 2A/4,  
Kawasan Perindustrian Taman Ria Jaya,  
08000 Sungai Petani,  
Kedah Darul Aman.

### **Facilities**

Facilities is one of the important elements to make the business operates smoothly. This factor will have a lot of impact on the company whether they succeeds or not in the business. Besides the large greatness of infrastructure the facilities may include water, electricity, telephone facilities and car park.