



اَوْبِقُوا سِيَّتِي لِيَتَكُنُوا لِي فِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**  
**DIPLOMA IN BANKING STUDIES (BA119)**  
**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

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**FROZEN DIMSUM BY FUDO QUEEN**

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**Prepared By:**

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## EXECUTIVE SUMMARY

The name of the company is Frozen Dimsum by Fudo Queen. The business is in form of enterprise which consists of four members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is manufacturing the highest quality of frozen dimsum which is the main attraction of Chinese cuisine. Our company established the idea of manufacturing frozen dimsum as people nowadays are too busy with their life and have low knowledge as well as skills to prepare the frozen dimsum.

There are no sleeping partners and all are entitled to participate in the business management. We agreed JEANNITA ANAK ANGKUM as our General Manager and also our Administration Manager, SUSANTI DIN as Marketing Manager, MARY URAI ROLAND as Operational Manager and CAYROL NELLYA ANAK CHIRY as Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. The Operational Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. Lastly, the Financial Manager will handle the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

## SUBMISSION LETTER

ENT300 Students,  
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**FROZEN  
DIMSUM**

3<sup>rd</sup> September 2019

Sir,

•BY FUDO QUEEN•  
EST. 2019•

**RE: SUBMISSION OF BUSINESS PLAN**

On behalf of my partners, me as the General Manager would like to submit our business plan for your evaluation and further action. We are very thankful for your teaching, advice, support, motivation and guidance throughout this semester.

2. Along the process of completing the task given to us, our group has carried out many research and surveys to obtain ideas and information of the business. Aside from that, we did a lot of discussion, planning and tabulation of data that we gathered from site into our proposal. This course has made us realize the importance of teamwork, the hard work and understanding among each other in order to get a good result.

## **1.1 INTRODUCTION TO THE BUSINESS**

Name of the business : Frozen Dimsum by Fudo Queen  
Nature of business : Partnership  
Industry profile : Food  
Business Location : Kuching, Sarawak  
Date of commencement : 3 months earlier

## **FUTURE PROSPECTS OF THE BUSINESS**

We believe that our company Frozen Dimsum by Fudo Queen is able to provide the most consistent and finest frozen dimsum in Kuching. We also believe that we are able to market our product to customers at all level of age.

