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**FACULTY OF INFORMATION MANAGEMENT
UNIVERSITY TECHNOLOGY MARA REMBAU CAMPUS**

DIPLOMA IN INFORMATION MANAGEMENT

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GROUP ASSIGNMENT:

(BUSINESS PROPOSAL: FRESH BOX VENDING ENTERPRISE)

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EXECUTIVE SUMMARY

The name of our business is Fresh Box Vending Enterprise. We provide a business in selling super delicious food in our vending machine. The name of our product is Hot Pat food. We choose this product because currently this product is highly in demand in the market. Our business is situated at three campus of UiTM in Negeri Sembilan and our headquarters is at Jalan Krubong.

Five young and talented entrepreneurs have decided to establish a partnership business as our starting point to train us in managing our meals in hot pot at vending machines. The partners of Fresh box vending Enterprise are Khairol Azrie as the CEO, Nurul Ashikin as the General Manager, Anis Nabeela as the Administrative Manager, Siti Nuraishah as the Marketing Manager and Nurul Farisya as the Financial Manager.

We will put several vending machine at strategic location which is in three campus of UiTM Negeri Sembilan as it is IPTA and our main target is students. From a survey that we had conducted, we found that customers would prefer to support our business since our product is different from other products which is the meals from our vending machines that are unique and freshly make such as Rice with chicken curry, Nasi Kerabu, Ayam Kurma and so on. Besides, our business also provides an affordable and reasonable price for our product which is only cost from RM 6.