



## ARENDELLE PUFF

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2015

**ENT 300**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**

FOR:  
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## Acknowledgement

By The Name of Allah, we feel so grateful of His blessing, we finally success to conduct this group project assignment for subject Fundamentals Of Entrepreneursip which is the code is ENT 300.

We also would like to expand our deepest gratitude to my advisor, Puan Nur Fazlin Uteh and Puan Suhana for being a good advisor and gave us the freedom to explore on our own, and at the same time had give us the guidance to recover when our steps faltered. They also have taught us about expressing such brilliant ideas and always trying to correct us just to ensure that we will produce a great business proposal .Their patience and support has helped us a lot in overcoming many crisis that has put us in tough situation.

Our completion of this project could not have been accomplished without the support of the team members and all of the classmates that are always dedicated in making this assignment, no matter how hard was it. Without their support this assignment are impossible to be completed.

Lastly, We also owe acknowledgement to our family for their support in any kind of situations. They have also help us a lot; such as providing us with necessary financial to successfully complete this business proposal.

## Executive Summary

This business is based on partnership consisting of 5 members who hold important position in the company which are General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is RM15, 000 where the total contribution of each member is RM3, 000. Puff with meatballs is one of our famous puffs in our company.

Arendelle Puff with tagline 'Puff it On, Don't Hungry' is located at Johor Bahru with address: JalanMawar 6, Taman Mawar, Bandar Seri Alam, 81700 PasirGudang, Johor, Malaysia.

ARENDELLE PUFF ENTERPRISE is a company focuses on food production in Malaysia. Puff was very well known back then but now its popularity is kind of fading away from its own domain, which is our country. So the idea of getting this puff back on the top of the list of our very well-known foods came after Catherine Chin Wan Ping Coombes had won the MasterChef UK2014 with our local food.

We have three fillings as the option for our customers to choose which are meatball as the main filling, chicken and *otak-otak*. The bigger shape of our puffs and the combination of the westerns would make it as our signature.

The company is not only providing frozen puff, we also cook our puff to be serving to the customer. The company is concentrating on customers satisfactions. We will provide our customers with all the needs they need. We also attract customers from the youngest age to the oldest age.

We will expect that our business will developed in the near future because our puff is an extraordinary and we also want to bring Malaysia's traditional food to be well-known around the world.