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FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT 300)

GROUP ASSIGNMENT:  
BUSINESS PLAN REPORT

# Frosty Feast Entreprise

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# EXECUTIVE SUMMARY

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Frosty Feast Enterprise is a pioneering force in the ready-to-eat meal industry, dedicated to providing convenient, nutritious, and delicious meals for individuals with busy lifestyles. With a commitment to culinary excellence, Frosty Feast offers a diverse menu of chef-crafted ready-to-eat meals, meeting the needs of various tastes and dietary preferences. The company distinguishes itself through a focus on quality, health, and innovation, making it a future leader in the ever-evolving landscape of quick and delightful dining experiences.

The organizational structure comprises a team of five key personnel, including General Manager, Administration Manager, Marketing Manager, Operation Manager, and Financial Manager. The administration plan outlines a compensation and benefit structure, office equipment budget, and administrative budget. With a mission to provide high-quality, affordable, and nutritious ready-to-eat meals, Frosty Feast aims to expand its market share through innovative marketing strategies and a commitment to fresh, locally sourced ingredients.

Frosty Feast's marketing plan aims to enhance brand awareness, expand market reach, increase online sales, product line launches, customer loyalty, and sustainability efforts. The target market is identified through demographic, psychographic, and geographic segmentation, with a focus on low and middle-income consumers. The plan emphasizes a value-based pricing strategy, quality assurance measures, features, design and diverse distribution channels, including direct-to-consumer, retailers, wholesalers, and online platforms. The marketing team, comprising a Marketing Manager, Consultant, and Sale Promoter, operates within a well-allocated budget.

Frosty Feast's operational plan outlines a meticulous process from raw material procurement to delivery, ensuring product quality and safety. The business operates in a strategically located facility, facilitating efficient supply chain management. Licensing and certification, including HACCP and Halal, are prioritized for compliance. Business and operational hours are established, and the operations budget covers fixed assets, monthly expenses, and other operational costs. The production planning involves average sales forecasts, material planning, supplier relationships, and equipment acquisition. The manpower planning includes salaries for the Operation Manager, workers, and a driver. With a production facility strategically located in Nilai, Negeri Sembilan, Frosty Feast aims for efficient operations and seamless supply chain management.

The financial plan encompasses operational budgets such as administration, marketing, and operations. It provides details on project implementation costs, sources of financing, pro-forma cash flow, income statement, and balance sheet. Frosty Feast anticipates healthy financial growth by adhering to budgetary allocations, investing in strategic marketing, and ensuring efficient operational processes.

In conclusion, Frosty Feast Enterprise stands poised to revolutionize the ready-to-eat meal industry by combining culinary excellence with unmatched convenience. With a robust administration, innovative marketing strategies, efficient operations, and a sound financial plan, Frosty Feast is positioned for sustained success in delivering delightful dining experiences to customers all over the world in the future.

## Introduction

Welcome to Frosty Feast Enterprise, where convenience meets culinary excellence! As a pioneer in the ready-to-eat meal industry, we have redefined the way busy individuals approach their daily dining experience. Our passion for good food and our commitment to delivering convenience without compromising on quality have positioned us as a leader in the ever-evolving landscape of quick and delicious meals.

At Frosty Feast, we understand the demands of modern life, where time is a precious commodity. With this in mind, we have curated a diverse menu of delectable, chef-crafted ready-to-eat meals that cater to a variety of tastes and dietary preferences. From savoury classics to innovative culinary creations, each dish is prepared with the finest ingredients to ensure a gourmet experience that can be enjoyed at any time, anywhere.

What sets us apart is not just the convenience we offer but also our unwavering commitment to health and nutrition. Our culinary team meticulously designs each meal to strike the perfect balance between taste and well-being, ensuring that you not only savour every bite but also nourish your body with wholesome ingredients.

Whether you're a busy professional, a parent on the go, or someone who simply appreciates a delicious meal without the hassle of cooking, Frosty Feast is here to elevate your dining experience. With our ready-to-eat meals, you can say goodbye to compromise and hello to a world where culinary excellence and convenience coexist harmoniously.

Join us on a journey where every meal is a celebration of flavors, and time spent in the kitchen is reclaimed for the things that truly matter. Welcome to a new era of dining – welcome to Frosty Feast.

## Factors selecting this business

Several factors make us choose to produce this ready-to-eat product. First, we want to produce convenient, tasty products that do not take much time for our customers. Besides being convenient and delicious, we also want to produce nutritious ready-to-eat foods. Ready-to-eat foods help people with allergies and dietary restrictions to cook healthy meals without spending hours in the kitchen. Most people will not have time to prepare healthy meals and are often out of the house so they cannot visit the grocery store. Therefore this product is the best solution for those who do not want to spend hours cooking or preparing healthy food. This is because our products can be prepared in 5 to 10 minutes and will not take long to eat. In addition, our products can be cooked anytime and anywhere. For example, it can be taken and cooked when hiking in the mountains or camping by the sea. Next, we also want to produce affordable products that save energy and gas. This is because ready-to-eat meals do not need to use a lot of equipment like a gas stove and only need to be reheated or eaten as is. In addition, we want to produce products that are easy to store and take up little space in the refrigerator or freezer. Lastly, we want to develop innovative products and provide diversity in ready-to-eat foods which also can be a good choice for emergency and survival preparations.