



**UNIVERSITY TECHNOLOGY MARA**  
**ENTREPRENEURSHIP( ETR 300 )**

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## **PORPOSE**

Assalamualaikum w.b.t. and thank to Allah, because of His power we has completed our group main project about the **Business Plan**. We also want to thanks a lots to all our group members and because of their commitment, we done it. Thanks a lots to the commitment that are giving from the lectures **Mr. Hamdan B. Ahmad** and **Mdm. Zanariah bt. Zainal Abidin** lecture of **ETR 300** subject ,about the information of the Business Plan and thanks to the **General Maneger** of the **Tops Supermarket** are located in Shah Alam Mall, Sec. 9, Shah Alam and last but not least are thanks to all of my classmate including all friend because of their support and others information about this Business Plan. Because of their commitment and support will we never forget as long as our business success. We all hope that this company can give change to all new business organization to improving their business skill to success in their business. Wassalam.

## **INTRODUCTION TO THE BUSINESS**

### **Business Concept**

**Agogo Frozen Sdn. Bhd.** is the only one new business that involves of the entire shear partner is from the UiTM Shah Alam student and already graduated. All of the partnership of this business is well knowledge in this profession. This companies totally supplier the meats that mean, this company will buy the fresh meats and sell the meats to the costumes in this business target. It's also because of the demand of the fresh meats from the costume in that area.

### **Location**

This location is the best location and its also constable because of the factors in the demanding of the fresh meats. The factors are must be involved in our daily needed, financial system and also the distance of the operation place and the location of the costumes and the direct sales. The information about the demanding of the fresh meats in Sec. 7 is the best location for this new business. This company address: -

No. 38, Jalan Zirkon, E7/E,  
Section 7, 40450 Shah Alam,  
Selangor Darul Ehsan.

Objective to selected this location are because of the development of the people and place is strategic and this area have more demanded of the fresh meats. Other factors are near of the road, Electric City, daily needed including public phone, bus stop, Parking Park and other fast food restaurant.