



FUNDAMENTAL OF ENTREPRENEURSHIP

ENT300

BUSINESS PLAN

YUMTEM FROZEN

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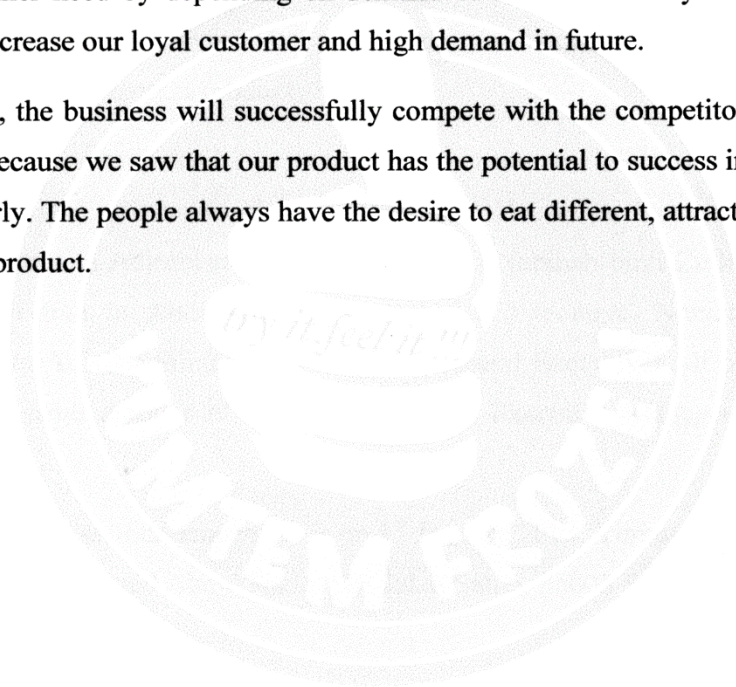
Last but not least, we would like to say thank you to our group partner which are Norlini Binti Amir Hussin, Nur Syafiqah Binti Hazis, Siti Nabihah Binti Zulkifle, Nur Fitrah Binti Abdul Ghani, Nazatul Shahida Binti Hamzah, Fatin Anis Nadhirah Binti Hairi who contributed and contributing for this project. We are so tough and tolerant until we could overcome every hurdles that coming towards us in any way. Without their cooperation and support this project would not success. Thank you.

EXECUTIVE SUMMARY

YUMTEM FROZEN is a business which incorporated on 1st January 2015. We chooses to carry a business by serve frozen food based and creative touch by skill full worker in at Segamat. This selection location is based on the opportunities we gain which are demand of frozen food, and population in this area.

YUMTEM FROZEN provide variety of shape and flavour. For flavour can be chose by our customer. The available of variety flavour are our main weapon in order to get our target customer. For the beginning of our business we only provide 4 flavours, but we also will fulfil our customer need by depending on demand of new flavour. By fulfil our customer need this will increase our loyal customer and high demand in future.

Apart from that, the business will successfully compete with the competitors in a few years ahead. This is because we saw that our product has the potential to success in the future if we managed properly. The people always have the desire to eat different, attractive and delicious and well know product.



INTRODUCTION

The business name is Yumtem Frozen which originated from the words *Yummy Tempeh* that suited with the product that is different from others. After an hour brainstorming with all of the partners, decided to choose this name because strongly believe that this name could attract people's attention and making the product know worldwide.

The business is mainly focus on the production of food because nowadays Malaysians are tending to choose fast, quick yet delicious food. Yumtem Frozen will produce and sale a high quality product that focus on its taste. Malaysians have come to expect food that fits their daily way of life. So, Yumtem Frozen will focus on customers' demand regardless of race, age or culture and will try our best to satisfy each one of customer in order to be known domestically and also to market product abroad.

The business is actively owned by partnership incorporated as Yumtem Frozen which consists of 6 partners which are Norlini binti Amir Hussin as Executive Manager, Nur Syafiqah binti Hazis as Administration Executive, Siti Nabihah binti Zulkifle as Marketing Executive, Nur Fitrah bt Abdul Ghani as Operation Executive, Nurzatul Shahida binti Hamzah and Fatin Anis Nadhirah binti Hairi as Financial Executive. All of the partners are contributing the same amount of capital except the Executive Manager that contributed higher than others.

The date of the business commencement is on 1st January 2015. Yumtem Frozen is located at No 9, Susur Satu, Jalan Syed Abdul Kadir, Off Jalan Salim, 85000 Segamat, Johor.