



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَّارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN JOHOR

ENTREPRENEURSHIP

ENT300

SWEET PIZZA ENTERPRISE

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EXECUTIVE SUMMARY

Entrepreneurship is a process of innovation and new venture creation through four dimensions which include individual, organization, environment and institution. Entrepreneurs are individual who actively form and lead their own business nurture them for a growth and prosperity. In order to form a business, there are quite numbers of phase that should be understood and develops by entrepreneurs.

Sweet Pizza Enterprise is a business develops to provide the new pizza combine with various types of jams and decorations by colourful chips. We have decided to go with this new product because we are expecting that our product can be accepted by the customers and they are willingness to try our pizza. Sweet Pizza Enterprise is a partnership business which venture of 6 partners. Each partner assists in contributing the same amount of capital. Each of partner members, will hold a different position and responsible in managing this business.

Sweet Pizza Enterprise is a business that mainly focuses on producing a new pizza which is different as we know before. We discover that Malaysians love to eat pizza and that is the reason why we try to create the new one and we are expected they will try. Therefore, our partners are decided to build up this business because we want to meet the demand.

Last but not least, we are planning to expand our business industry through this field of business and we aims to become one of the Malaysia's leading entrepreneur in the food industry through the breakthrough of the product market into the international market.



BACKGROUND ENTREPRENEUR : PIZZA PAH

The history of Pizza Pah Foods Sdn Bhd (Pizza Pah) was started on 1997 when Puan Sharifah Rofiah bt. Hj. Syed Hassan (founder) started to sell the the pizza to her friends from mini factory nearby her house at Bandar Baru Bangi, Selangor.

Puan Sharifah Rofiah has received her first education in "bakery" at New Zealand on 1984/85. After she came back to Malaysia, she further her studied in "Bakery" and "Sugarcraft" at Faculty of Food Technology, University of Putra Malaysia on 1996/97.

Her starting capital was about RM15,000.00 had been used for purchased of utensils like dough mixer, electric oven and open up a mini factory.

The name of "Pizza Pah" was from herself which her friends always called 'piza yang Pah buat'.

THE KEY OF SUCCESS

The overwhelming response of frozen pizza make the production to produce the pizza getting slow and cannot fulfill the expected demand.

The pizza was established to Malaysia including Sabah and Sarawak. 'Pizza Pah' was the first frozen food Bumiputera Islam in Malaysia.

The advertisement of pizza in television about 25 years ago, gave her the inspiration for her that one day Italian food will be famous among Malaysian citizen. She was persistent in making her effort to make a variety of foods from Italy. She was supported by her lovely and beloved husband, Syed Mohamed Syed Ibrahim.

In November 1998, 'Pizza Pah' was licensed as sole proprietorship Pizza Pah Enterprise (Licensed no. 1168393 A) . In 1998, Pizza Pah started to send their frozen pizza at the shop near Bandar Baru Bangi, Selangor.

In the year 2000 until 2002, Pizza Pah made the promotion near Bandar Baru Bangi and Kompleks PKNS Bangi, Bandar Baru Bangi, Selangor.

In 2003, Pizza Pah rent a permanent lot of promotion at Tingkat 1, Kompleks PKNS Bangi. On September 2005, the lot promotion was changed to permanent lot called "Kiosk Pizza Pah". On March 2004, the pizza operation was moved to a factory located at No.21 & 23, Jalan Hentian 4, Pusat Hentian Kajang, Off Jalan Reko, 43000 Kajang, Selangor.

In December 2009, 'Kiosk Pizza Pah' was upgrade to 'Kafe Pizza Pah' which is still be used until now.

