



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE
DIPLOMA IN APPLIED SCIENCE (AS120)

FUNDAMENTALS OF ENTREPRENUERSHIP (ENT 300)

BUSINESS & PRODUCT NAME
ADVENTUROUS MEALS

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LETTER OF SUBMISSION

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Madam,

Submission of Business Plan (ENT300)

Attach is the business plan title "**ADVENTUROUS MEALS-PRODUCT**" to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely,

...*NURIZATUL*...

NUR IZATUL IZZAH BT SAMSUL BAHRI
(General Manager)

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EXECUTIVE SUMMARY

I need to do a lot of research about the product I will produce soon before starting my company. All must be justified, as well as my decision to pursue the venture. I came up with an idea for an innovative product that will give people the ease of using it. The product I will produce is adventurous meal, which makes it easier for many people because the food is already cooked and only needs to be heated. So, it is very reasonable if we are in a place that does not have complete cooking utensils to prepare food. We also provide adventurous food in various menus such as, nasi lemak with chicken rendang, chicken masak merah with tomato rice and beef rendang with pilaf rice which is very popular with many people, especially Malaysians, where it is the main favorite food of Malaysians.

As for my place, I chose Shah Alam, Selangor, because the population in Selangor is strategic state than any other state to reach more customers. There are a number of business premises and malls in Selangor. This area is very strategic because the location easy to find and makes it easier for delivery of stock in the store through the use of the poslaju system. In addition, it also helps wholesalers who want to buy our products in large quantities directly in the store.

This product is more focused on people who like to travel, hiking, camping or always do outdoor activities. This product is also suitable for people who are busy working or do not have time to prepare food. My business also provides retailers or wholesalers who want to buy products in large quantities. Other than that, if any company or any person who wants to buy wholesale as a gift or souvenir and decide to give a gift to employees, friends or family, they can choose my product.

One of the marketing strategy that I would use influencer to review our product and promote each menu of adventurous meals to encourage people to purchase it. It is because followers will see the preparation demonstration in just a few minutes by filling the hot water and it was ready to eat. Most people know that social media influencers exist, so I'll use their forum to draw customers. This is my tactic because in Shah Alam, I have many competitors. I was intensely introduced to the entrepreneurial world by ups and downs in the completion of the business plan.