



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
CASE STUDY/BUSINESS OPPORTUNITY/BUSINESS PLAN**

NAME OF COMPANY : FAMFOODIE SDN BHD
TYPE OF BUSINESS : FOOD AND BEVERAGE

PREPARED BY

FACULTY & PROGRAMME : FACULTY OF ARCHITECTURE, PLANNING AND
SURVEYING DIPLOMA OF QUANTITY SURVEYING

SEMESTER : 4

PROJECT TITLE : Bussiness Plan.

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EXECUTIVE SUMMARY

The business of FamFoodie is about selling a newer version of an MRE type food. The new invention includes not using any water like other MRE and are available in different sizes and portions. Unlike other products, we also offered to make a separate batch of not using any well-known allergy products such as peanuts, dairy and chicken eggs.

Our main target for the products we are selling is students, campers or working parents and senior citizens. Amidst the pandemic, it is wise to stock up food in order to not being expose in the open too frequently. Since the product we sold can be stored up to 1 month and with enough portion for the entire family, FamFoodie is very practical in this catastrophic.

We also offered to deliver straight to the customers houses and are available online in our websites, social media and other delivery platform such as Shopee and Lazada. Our packages are really light, simple and a 100 percent guaranteed that it will not spill out or the chemical heat does not work or fail to heat the food properly.

In this time of pandemic, we are giving our best to satisfy every customer and giving out extra precaution to stay safe and healthy.

1.0 BUSINESS DESCRIPTION

- a) Name of the company – FamFoodie Sdn.Bhd

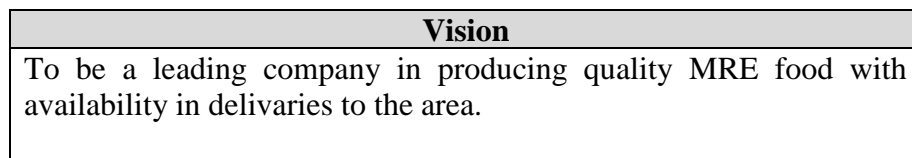
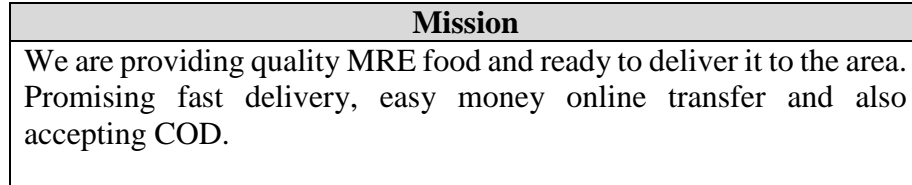
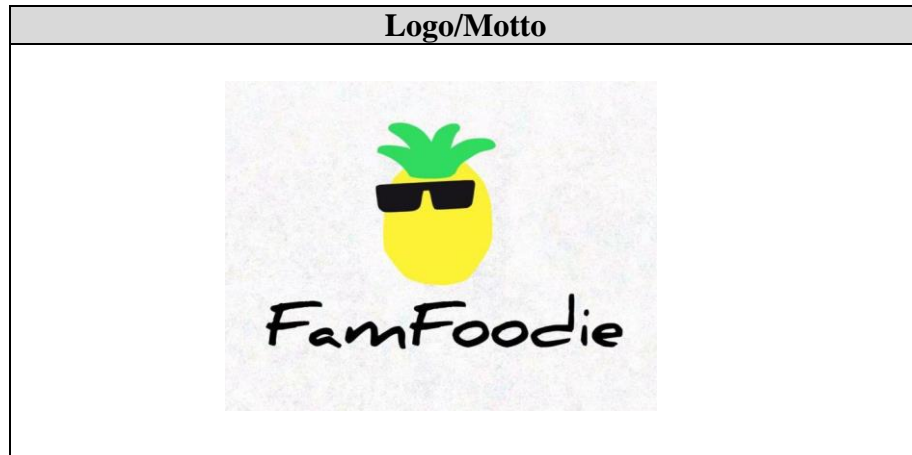
- b) Factors in selecting the proposed business
 - Demand
 - To help working parents, partners and students
 - Many existing schools and daycare
 - Rapid online delivery growth
 - Save time and energy to provide large quantity meals

1.1 Company background

- a) Name of the Organization : FamFoodie Sdn.Bhd
- b) Business Address : Jalan diplomatik, Putrajaya
- c) Website/e-mail address :thefamfoodiehq@gmail.com
- d) Telephone Number :03-26735190
- e) Form of Business : sole proprietorship
- f) Main Activities :providing affordable, local and international MRE type meals
- g) Date of Commencement : 1 Dec 2020
- h) Date of Registration : 1 Nov 2020
- i) Name of Bank : Maybank
- j) Bank Account Number : 0928643825900162

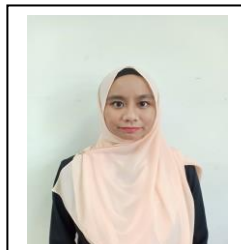
1.2 Organization Logo/ Motto

Logo description, Organization Mission and Vision



2.0

OWNER DESCRIPTIONS



Name of Owner	Auni Syadiyah bt Kamaludin
Identity Card Numbers	000330-14-1234
Permanent Address	Presint 15h 2/1 , presint 15, putrajaya
Correspondence Address	Jalan iplomatik,Putrajaya
E- Mail	auni.syadi@gmail.com
Telephone Number/Fax Number	019-3738391
Date of Birth	30 march 2000
Marital Status	single
Academic Qualification	Diploma in Quantity Survey