



اَوْنُوْزَسِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA

DEPARTMENT OF QUANTITY SURVEYING

FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

UITM PERAK KAMPUS SERI ISKANDAR

ENT 300

BUSINESS PLAN

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| NAME | MUHAMMAD HAZIM SYAHMIL BIN ROSLE |
| STUDENT NUMBER | 2018640304 |
| GROUP | AP114 4K |
| LECTURER NAME | PN NUR HAZWANI BT ZOLKIFLY |
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EXECUTIVE SUMMARY

For the summary of this business, we can conclude this business will success. It is because of the population around the business area. Besides, the differences concept from the other business also one of the reason of effectiveness of this project. Our society are like to buy food that easy to make but have a nutrition. They are very take care of their healthy nowadays. A healthy food can guarantee a good performance of work. So, we are here to take a chance to develop a business based on food to our society.

Our product are based on the chicken. We will make a good product to serve to our customers. Other than that, our mission and vision are very clear. We want to produce a clean products and can available to all kind of customers. The chicken of our product will be marinade by our special spice and recipe. Then, it will frost to keep the quality of the marinade chicken.

For all the businessman out there, before develop what kind of business they will investigate how the market potential. It is very important to know how the market potential in that area. The good market potential will give a good return to the entrepreneur. It is the reason why we choose to produce a frozen food. Our target are to deliver our product to the people who are live in the city. Most of them are not have enough time prepare a good food to the family. They are very busy with their work. With our product, they can balancing their time to do work and to cook easily and faster. While, the food served have a good quality and healthy.

With all that kind of situation, our company will get double returns. Out of all the profit, we can managed to expand our branch. Next, maybe we can try to make other kind of frozen food that will easily accepted by our society. With huge profit, we can add our machineries and equipment at the shop. Or our can send some of our lucky employee to do some training at a huge company or go to seminar to gain more experience for our marketing and produce activity.

1.0- BUSINESS DESCRIPTION

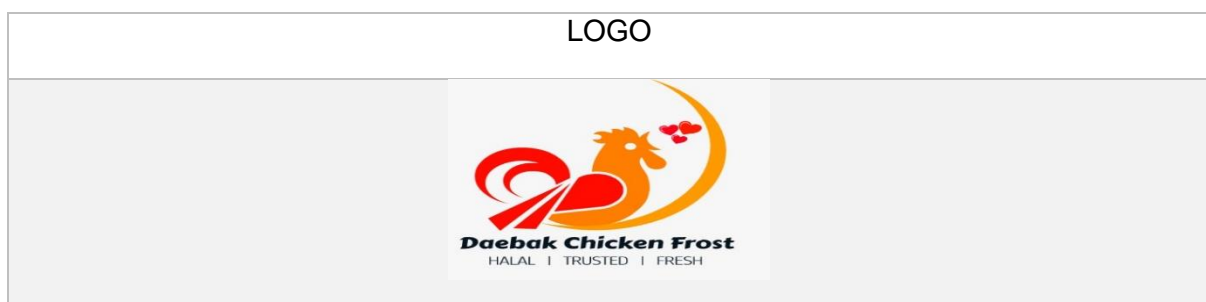
Our company name is Daebak Chicken Frost SDN. BHD. The reason why the name was chosen is because to describe our awesome performance. Daebak is a word from Korea which mean awesome. To our customers, there are no regretful for being our customers and our product are guaranteed on top of class.

The reason why we decide to run this business because it have high demand. From the investigation, Malaysian people like to eat chicken. There are many food franchise that serve fried chicken in our country. Such as KFC, McDonalds and many more. Because of that, we decided to run a business based on chicken. But, our product are different from others. We provide frozen marinade chicken to our customers. So, our customers can buy it and keep as stock to fry at home. Besides, our price are more affordable comparing with other food stall.

1.1- COMPANY BACKGROUND

- Name of organization: Daebak Chicken Frost
- Business address: No 21, Jalan Wangsa Utama, Taman Wangsa Maju, 35900, Tanjong Malim, Perak.
- E-mail address: daebakchickenfrost@gmail.com
- Telephone number: 018-766 8426
- Form of business: Sole proprietorship.
- Main activity: Providing frozen food based on chicken.
- Date of commencement: December 2020.
- Date of registration: November 2020.
- Name of bank: Maybank Berhad.
- Bank account number:

1.2- ORGANIZATION LOGO / MOTTO



MISSION

Achieve excellent in business target.

VISION

To produce halal, clean and healthy food.

2.0- OWNER DESCRIPTION

| | |
|------------------------------------|--|
| Name of Owner/Partners | Muhammad Hazim Syahmil Bin Rosle |
| Identity Card Numbers | 000720-08-0847 |
| Permanent Address | No 16, Jalan Wangsa Jaya 3, Taman Wangsa Jaya, 35900, Tanjung Malim, Perak. |
| Correspondence Address | No 16, Jalan Wangsa Jaya 3, Taman Wangsa Jaya, 35900, Tanjung Malim, Perak. |
| E- Mail | hazimsyahmil12@gmail.com |
| Telephone Number/Fax Number | 018-7664529 |
| Date of Birth | 20 July 2000 |
| Marital Status | Single |
| Academic Qualification | Diploma in Quantity Surveyors |
| Course Attended | <ul style="list-style-type: none">- Adobe Photoshop course.- Computer control course. |