



اَوْبَهُوَ سَيِّدِي تَيْكُو لَوِي كِي مَبَارَا
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MARA

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FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)

BUSINESS PLAN REPORT

SZ FROZEN FOOD

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EXECUTIVE SUMMARY

SZ Frozen Food is a business that produce a frozen food. It is focused in Parit Buntar, Perak and located at ground floor of double storey shop house. The address is B5 - B6, Jalan Taiping, Arked Mara, 34200 Parit Buntar, Negeri Perak. We have decided that the business is a sole proprietor. Our aims of this business is to offers a difference to the customers. Furthermore, our business establishes to full fill the needs of customer demand which is in terms of the product quality itself. The good quality of product is a uniqueness that makes our business different from others company.

As we all know, the frozen food industries are growing in Malaysia day by days. It is popular among Malaysians with life style that requires simple food. There are also some factors of selecting this business which is demand of frozen food, reasonable and affordable price, wide target market and strategic location. There are 5 types of frozen food that we offer which is donuts, pizza, curry puffs, samosa and *pau*. It comes with variety of toping and types.

Our target market is people living around the residential area and we also focused at housewife. This is because frozen food is easy to cook and not waste their time to produce frozen food themselves. Besides that there are working people, customers and group of students that be our target market too. Our product will gives more benefits to the customers because it is so worth with the money that they use to buy the product. This is because every customers that comes to buy at our shop will repeat to buy our products again.

In business plan report, there are administrative expenditure such as office equipment, salaries, rentals shop and others. In marketing budget, there are signboard and others that we use to promote our business. There are also operation budget which is quite important because it is focused on the machine and also raw material that we use to run the business effectively. Other than that, there are also a cash flow in financial plan that we will know that the business is gain profit or loss in every months. So, we believe that SZ Frozen Food will become a successful business and also can add another branches in future.

2.0 Owner Descriptions



Name of Owner	Nor Shuhada binti Zulkifli
Identity Card Numbers	930217-07-0852
Permanent Address	TBP 2171, Sungai Setar Kechil, 14310 Nibong Tebal, Seberang Perai Selatan, Pulau Pinang.
Correspondence Address	TBP 2171, Sungai Setar Kechil, 14310 Nibong Tebal, Seberang Perai Selatan, Pulau Pinang.
E- Mail	zulkiflishuhada17@gmail.com
Telephone Number	013- 4270776
Date of Birth	17 February 1993
Marital Status	Single
Academic Qualification	Bachelor in Business Operation (Graduated of UiTM) Diploma in Business Study (Graduated of UiTM)
Skills	Good visionary of business opportunities and also forecasting. Have a good leadership to handle the company and good communication.
Experiences	Have 4 years' experience of working as economist analysis. Have 2 years' experience as finance manager in financial department at the other company until decide to run own business.
Present Occupation	Businesswoman