



اَوْنُو تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
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MARA



## MASTER FRYER ENTERPRISE

TITLE : BURGER PATTY FRYER

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## **ACKNOWLEDGEMENT**

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LETTER OF SUBMISSION

ACKNOWLEDGEMENT

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PARTNERSHIP AGREEMENT

The business is based on partnership consists of 6 members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

Our product which is burger patty fryer is the star product of our company Master Fryer with our tagline Fry For Life. Our company is located at 29, Jalan Masai Utama, Taman Masai Utama, 81750 Masai, Johor.

Master Fryer is a company that focuses our skills and knowledge on burger patty frying in Malaysia. Burger making is a very annoying and time-consuming task. Usually, burger is fried on regular gas stove. Our company would like to solve this problem to ease the life of the people.

Thus, we have created and developed a very reliable and innovative product specifically to fry burger patty. From the concept of sandwich toaster, we have made a very special innovation and the burger patty fryer is created. Our product uses electricity and heating element instead of regular gas stove just like a sandwich toaster. It has a lid and the burger patty will fry all the way without troubling the user to flip the burger patty.

We are hoping and wishing to make our burger patty fryer able to achieve outstanding demand and support from the community. Our vision is to be a worldwide company selling innovative products to the world.

### **1.1. Name of the Business**

The name of this company is Master Fryer. Our company provides and develops reliable and good quality product in Malaysia such as the burger patty fryer. The name Master Fryer comes from the inspiration of masterchefs all over the world and our product which is the burger patty fryer. Thus, Master Fryer sums up to be the master of all kitchen appliances because of its reliability and good quality.

### **1.2. Nature of Business**

Master Fryer is under the food processing sector and we chose this sector because we know that Malaysia has variety of races and religions, thus variety of food in the country. One of Malaysian's favourite is burger.

### **1.3. Industry Profile**

In Malaysia, this sector accounts for about 10% of Malaysia manufacturing output. Processed foods are exported to 80 countries, with an annual export of more than RM5 billion which amounts to two-thirds of the total exports of over RM10 billion. Although the export performance of this sector has doubled over the last ten years, Malaysia continues to be a net importer of food products with annual imports of more than RM12 billion. As the food 'processing industry plays a key role in the economy, government support will continue to encourage and nurture operators with the aim of increasing exports, replacing imports and adding value to product. Today, Malaysia provides a significant pool of active consumers who will continue to modernize their eating habits, leading to increasing consumption of imported food and beverages.