



UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA
CAMPUS KOTA KINABALU

PROGRAM
DIPLOMA IN PUBLIC ADMINISTRATION

ENT300

(FUNDAMENTAL OF ENTREPRENEUSHIP)

"BORNEO FROZEN FOOD ENTERPRISE"

PREPARED TO :
DR SYLVIA@NABILA AZWA AMBAD

PREPARED BY:

ANEESAH MADISIN ABDULLAH	2014124307
LISTER ALDER J JAIMIN	2015463662
ELEZEEZIANA LUKAS	2014398633
JOVINIA DONNY	2014398939

DATE SUBMISSION
11 SEPTEMBER 2016

CONTENT

PAGES

1.	INTRODUCTION	1 - 13
1.1	Summary Project Implementation Cost, Location Target market	
1.2	Company Address	
1.3	Purpose Of Business Plan	
1.4	Company Background	
1.5	Owners or Shareholders Background	
1.6	Partnership Agreement	
2.	ADMINISTRATION PLAN	14 - 20
2.1	Organization Chart	
2.2	Job Description or Responsibilities	
2.3	Schedule of Remuneration	
2.4	List of Office Equipment	
2.5	List of Office Expenses and Other Expenses	
2.6	Administration Budget	
3.	MARKETING PLAN	21 - 31
3.1	Profile of Product	
3.2	Product Concept	
3.3	The Unique of the Product	
3.4	Company Location	
3.5	Price	
3.6	Promotion	
3.7	Marketing Budget	
3.8	Competitors	
3.9	Market share Before Entering	
3.10	Marketing Share After Entering	
3.11	Market	
3.12	Sales Forecast	

4. OPERATION PLAN

32 - 49

- 4.1 Operation Department Statement
- 4.2 Department Mission
- 4.3 Organization Chart
- 4.4 Schematic Diagram of an Operations System
- 4.5 Flow Chart for the Production of Frozen Food
- 4.6 Activity Chart for Frozen Food
- 4.7 Production Planning
- 4.8 Business Operation and Hours
- 4.9 Operation Layout
- 4.10 Material Planning
- 4.11 Material Requirement Schedule
- 4.12 Total Raw Material
- 4.13 Shop Furniture and Fitting
- 4.14 Machine and Equipment
- 4.15 License, Permits and Regulation Required
- 4.16 Schedule of Remuneration
- 4.17 Operation Budget
- 4.18 Implementation Schedule

5. FINANCIAL PLAN

50 - 63

- 5.1 Expenditure or Input Cost
- 5.2 Project Implementation Cost & Source of Financial
- 5.3 Budget of Department
- 5.4 Table of Depreciation
- 5.5 Cash Flow Pro-forma
- 5.6 Pro-forma Statement
- 5.7 Pro-forma Balance Sheet
- 5.8 Financial Performance (Ratio Analysis)
- 5.9 Graph of Financial Ratio

6. CONCLUSION

64 - 65

BORNEO FROZEN FOOD ENTERPRISES

INTRODUCTION

Borneo Frozen Food Enterprises was established on Jun 2014 already operation for the past 2 years. Our company have been in the business of packing frozen fast food to help customer make it easier to prepare their food.

This company was conduct based on partnership where it consists of five members who hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager. This business capital is amounted to RM 350,000 where the total contribution of each member is RM 60,000 and the rest RM 50,000 is from Bank Islam's loan.

1.1 Summary Project Implementation Cost, Location, Target market

Borneo Frozen Food Enterprises is a company which focuses in fast food. To make it more attractive and interesting we decided to make varied ingredient to make over all the food as a fast food. We have been an established and popular company with an excellent track record for the best customer satisfaction. Our main product is Prawn Buttermilk Frozen, Chicken Black Paper Frozen, Fish Sweet & Sour Frozen, Crispy Squid Frozen, Fried Mushroom Frozen and act. With our product, we have never compromised on the quality and the services provided to the customer.

This company in the substance frozen food to expression that refer to completed the preparation food to serve rapidly. This type food was popular in this era to served family fast food and simple due busy work everyday. These types of food very simple and easy to cook. For the more, it very famous this era to served family, usall this expression type of food already prepared in one package for clients to be brought back.

With loan given as a support from Bank Islam we are hoping to make Borneo Frozen Food Enterprises able to achieve outstanding demand from customer. Our business is expected is too established and satisfied by our customer in order to expand our frozen food and to attract

other company to deal with us a better price. This will be realized by the full cooperation and effort among partner to promote this company.

Based on the objective above, we are venturing into the fast food industry. Frozen food production has the potential of being a profitable business if it is done in modern way with large scale and systematically managed. The light and dry texture gives an opportunity to this frozen food to be one of marketable product as people love simple things especially food. Moreover, with the simple steps and ingredients give a lot of benefits to our company and we are highly confident that our market can be easily developed and spread in Malaysia.

We will expect that our business will become more developed in the near future because with the new innovation in our frozen food, the demand will increase not only during any occasion but it might be a new daily needed. This will give more advantages for us to make our product more profitable and stable in long term. We believe in keeping the customers happy and satisfied with our product and providing those with products at a very competent price include we have an excellent staffs who will guide you with their best to introduce the company product.

1.2 Company Address

BORNEO FROZEN FOOD ENTERPRISES
Alam Mesra, Lorong 2
Sulaman Street, University Malaysia Sabah
88450 Kota Kinabalu, Sabah

Office No. 088-325190 Fax No. 088-325186

This company located near 1Borneo Hypermall with address Downtown Alam Mesra , Lorong 2, Sulaman Street, Kota Kinabalu, Sabah.