



اَبُو سَيِّدِي تَكْنُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

UiTM CAWANGAN JOHOR  
KAMPUS PASIR GUDANG

---

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)  
BUSINESS PLAN**

---



**EZ FROZEN**

---

**PREPARED BY:**

NAME	No. Matrix
LUQMAN HAKIM BIN MUHAIYUDDIN	2018405214
EMIR IQBAL BIN DZULKAFLI	2018296186
MUHAMMAD HAZIM BIN MOHD YAHYA	2018283344
MUHD ARIF AKMAL BIN MOHD ALIAS	2018290696
AHMAD FAHMI BIN JAINAL	2018405784
DANISH HAZRIQ BIN YUSAINI	2018404848

**GROUP: J4EM1105K**

**PREPARED FOR:**

MISS MADIHA BADROL KAMAR

---

## TABLE OF CONTENTS

COVER PAGE .....	1
TABLE OF CONTENT .....	2-3
EXECUTIVE SUMMARY .....	4
1.0 INTRODUCTION .....	5-24
1.1 INTRODUCTION TO THE BUSINESS .....	6-8
1.2 PURPOSE OF BUSINESS PLAN .....	9-10
1.3 BUSINESS BACKGROUND .....	11
1.4 PARTNER'S BACKGROUND .....	12-19
1.5 LOCATION OF THE BUSINESS .....	20-24
<i>THE LOCATION OF THE SHOP</i> .....	20-21
1.5.1 <i>FACTOR INFLUENCING CHOICE OF BUSINESS LOCATION</i> .....	22-23
1.5.2 <i>OFFICE LOCATION</i> .....	24
2.0 ADMINISTRATIVE PLAN .....	25-34
2.0 VISION AND MISSION .....	26-27
2.1 ADMIN PLAN .....	28
2.2 MANPOWER PLANNING .....	29-30
2.2 <i>MANPOWER PLANNING</i> .....	29
2.2.1 <i>SCHEDULE TASK &amp; RESPONSIBILITIES</i> .....	30
2.3 SCHEDULE OF REMUNERATION .....	31
2.4 LIST OF OFFICE EQUIPEMENT .....	32
2.5 ADMINISTRATIVE BUDGET .....	33
2.6 BENEFITS FOR EMPLOYEES .....	34
3.0 MARKETING PLAN .....	35-51
3.1 INTRODUCTION .....	36
3.2 OBJECTIVES .....	36
3.3 PRODUCT DESCRIPTION .....	37
3.4 TARGET MARKET & MARKET AREA .....	39-41
3.5 MARKET SIZE .....	42
3.6 MARKET SHARE .....	43-44
3.7 COMPETITORS .....	45-46
3.8 MARKETING STRATEGY .....	47
3.9 MARKETING BUDGET .....	49
3.10 SALES FORECAST .....	50
3.11 MARKETING TOOL .....	51
4.0 OPERATION PLAN .....	52-65
4.0 INTRODUCTION .....	53
4.1 OBJECTIVE .....	53
4.2 OPERATIONAL PROCESS .....	53-56
4.2.1 <i>ACTIVITY CHART</i> .....	53
4.2.2 <i>PROCESS CHART</i> .....	54-55
4.2.3 <i>FLOW CHART</i> .....	56
4.3 OPERATION LAYOUT .....	57
4.4 PRODUCTION PLANNING .....	58-61
4.4.1 <i>CALCULATION FOR OUTPUT PER DAY</i> .....	58
4.4.2 <i>POSITION AND NUMBER OF PERSONNEL</i> .....	58
4.4.3 <i>SCHEDULE OF TASK AND RESPONSIBILITIES</i> .....	59
4.4.4 <i>SCHEDULE OF RENUMERATION</i> .....	61
4.5 MATERIAL PLANNING .....	61
4.6 MACHINE AND EQUIPEMENT PLANNING .....	62
4.6.0 <i>MACHINE AND EQUIPEMENT PLANNING</i> .....	62

---

4.6.1 LIST OF SUPPLIES .....	62
4.7 BUSINESS AND OPERATION HOUR .....	63
4.7.1 BUSINESS HOUR.....	63
4.7.2 OPERATION HOUR .....	63
4.8 LICENSE, PERMITS AND REGULATIONS .....	63
4.9 OPERATION OVERHEAD .....	64
4.10 OPERATION BUDGET.....	64
4.11 IMPLEMENTATION SCHEDULE .....	65
5.0 FINANCIAL PLAN.....	66-90
5.1 INTRODUCTION .....	67
5.2 OBJECTIVES.....	67
5.3 SOURCE OF FINANCE.....	68
5.4 FINANCIAL INPUT .....	69-78
5.4.1 ADMINISTRATIVE EXPENDITURE.....	69
5.4.2 MARKETING EXPENDITURE .....	70
5.4.3 OPERATION EXPENDITURE.....	71
5.4.4 PROJECTED SALES AND PURCHASES.....	72
5.4.5 COLLECTION FOR SALES AND PAYMENT FOR PURCHASES.....	73
5.4.6 ECONOMIC LIFE OF FIXED ASSET AND DEPRECIATION METHOD .....	73
5.4.7 INCREASE IN WORKING CAPITAL .....	74
5.4.8 ENDING STOCK FOR RAW MATERIAL AND FINISHED GOODS .....	74
5.4.9 RATE OF TAXATION.....	75
5.4.10 SOURCES OF FINANCE.....	75
5.4.11 ADMINISTRATIVE BUDGET.....	76
5.4.12 MARKETING BUDGET .....	77
5.4.13 OPERATIONS BUDGET.....	78
5.5 SCHEDULE .....	79-82
5.5.1 DEPRECIATION SCHEDULES.....	79-81
5.5.2 LOAN SCHEDULE.....	82
5.6 PROJECT IMPLEMENTATION COST .....	83
5.7 PRO FORMA CASH FLOW .....	84
5.8 PRO FORMA INCOME STATEMENT.....	85
5.9 PRO FORMA BALANCE SHEET .....	86
5.10 FINANCIAL PERFORMANCE.....	87-90
5.10.1 CURRENT RATIO GRAPH.....	88
5.10.2 QUICK RATIO GRAPH .....	88
5.10.3 RETURN ON SALES GRAPH .....	89
5.10.4 RETURN ON EQUITY GRAPH.....	89
5.10.5 RETURN ON INVESTMENT GRAPH.....	90
5.10.6 DEBT TO EQUITY RATIO GRAPH.....	90
6.0 CONCLUSION.....	91
7.0 APPENDIX .....	92-100
7.1 PARTNERSHIP AGREEMENT .....	92-96
7.2 BUSINESS MODEL CANVAS .....	97
7.3 EXPECTED IMAGE AND DESIGN OF SHOP .....	98-100
8.0 REFERENCES .....	101

---

## **EXECUTIVE SUMMARY**

EZ FROZEN is a frozen food shop that sells varieties of Malaysia traditional frozen food and beverages which are mostly homemade as they are traditional food, and some were produced by Small and Medium Enterprise (SME). The company is a limited liability partnership where the company is based on partnership between five peoples and each partner has designated position such as general manager, administration manager, marketing manager ad financial manager which suits their qualification and skills. The general manager will have more share percentage compared to other partnership members. This is to optimize a good management of the EZ Frozen. EZ Frozen also has another employee working as a promoter for the shop.

The products are homemade, and some were produced by Small and Medium Enterprise (SME) or (IKS). The shop will open on 15<sup>th</sup> May 2021. The mission of the company is to be one stop Halal frozen food solution provider and together improve the local brand of frozen food. Our business is located at Angsana Johor Bahru Mall which is near to a residential area, public school, mosque, community college, and this mall is a hot spot for Singaporean.

Our marketing strategies can be divided by four which is promotion strategy, products strategy, place strategy and pricing strategies. For promotion strategy, our company is a business that markets its products mainly through social media platform such as Instagram, Whatsapp, Twitter and Facebook which help business to grow by providing business friendly features while for place strategy, the location is very strategic as it is at the centre shopping mall also located at the ground floor and near to main entrance and parking entrance. For pricing tactics, volume and unit selling strategy is used here customers also get discount price from our company if they buy in large quantities depending on the minimum amount of quantity. Lastly, for the product strategy, many of EZ Frozen products are mainly homemade foods and some are from Small & Medium Enterprise (SME). This is to ensure that our products are made of high-quality ingredients and skills. The operation hours will be from 10.00 a.m. to 10 p.m. every weekday and 10.00 a.m. to 11.30 p.m. for weekend.

EZ Frozen targets the overall initial cost is RM 140,000.00 roughly. We believe that for the first year, EZ Frozen will have some loss due to its high initial cost such renovation, equipment, shop set-up, etc. However, our company targets to gain profit on the second year of business and increasing.

---

## **1.1 INTRODUCTION TO THE BUSINESS**

### **1.1.1 NAME OF BUSINESS**

The name for this business is EZ Frozen, this is because our business involves with frozen food. When it comes to frozen food it always easy for the customer to prepare. The word 'EZ' is representing 'easy' as it means effortless and simple.

### **1.1.2 NATURE OF BUSINESS**

EZ Frozen is business that provide frozen food. The business only focusing for the frozen food because it is easier to store them and does not require any special skill. This can make the company become specific for their task thus improving their performance.

### **1.1.3 INDUSTRY PROFILE**

Frozen food was not something new, in fact the already exist during the 18<sup>th</sup> century. Natural food freezing (using winter frosts) had been in use by populations in cold climates for centuries. Back then, farmers, fishermen, and trappers have preserved grains and produce in unheated buildings during the winter season. The freezing technique itself, just like the frozen food market, is developing to become faster, more efficient, and more cost-effective.

### **1.1.4 LOCATION OF THE BUSINESS**



Figure 1.1.4:  
Angsana Johor  
Bahru Mall

---