



اَوْنِبُوْ سِيْتِيْ تِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



BANG JAGO FROZEN FOOD

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN

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1.0 INTRODUCTION

Bang Jago Frozen Food is a partnership business. This business plan is mainly prepared for entrepreneurs, investors, bankers, financial assistant providers, suppliers, customers and employees. This company is owned by Mohammad Ammar Afifi bin Mohd Daud and located at 13G, Jalan Anggerik Vanilla X31/X, Kota Kemuning, 40460 Shah Alam, Selangor.

1.1 Name of company

We name our company as Bang Jago Frozen Food because it symbolizes all of our customers and professional and educated staff. By having a good company name, it gives a good impression and helps to open customers' eyes so that they will be attracted to our company.

1.2 Location

The premise is located at 13G, Jalan Anggerik Vanilla X31/X, Kota Kemuning, 40460 Shah Alam, Selangor. The motivation behind why I picked this area is because it is a vital spot since it is situated in the city territory and different lines of shops. Other than that, it likewise situated close to a major shopping mall, Gamuda Walk which can pull in numerous individuals to pass by our place.

1.3 Operational date

On 25th April 2019, we fully obtained our permits and licence. The date of the launch of my company is 4th May 2019. The explanation we needed to defer the business opening date was that we required more opportunity to organize furniture and brighten the inside.

1.4 Prospects of business

Our future plan for this business is to open more branches in Malaysia. If there are chances, we want to spread our wings not only in Malaysia , but also to overseas by exporting our product to worldwide. Furthermore, we are planning to do charities every year to remind us that our successful is not only because of our determination, but it is blessing from الله .

1.5 Company Background



Name of the Company	Bang Jago Frozen Food
Company Address	3G, Jalan Anggerik VanillaX31/X, Kota Kemuning, Shah Alam, 40460, Selangor
Telephone number	0112758724
Form of Business	Sole Proprietorships
Main business activity	Providing Frozen Food
Date of established	4 Mei 2019
Name of bank	Maybank
Bank number	16292770817

Table 1 Company Background