



**FROCIOUS LICIOUS ENTERPRISE**

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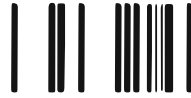
**FUNDAMENTAL OF ENTERPRENEURSHIP**

FOR:

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DATE OF SUBMISSION:

26 MARCH 2015



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## **EXECUTIVE SUMMARY**

This business is based on partnership where it consists of six members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 100 000 where the total contribution of the General Manager is RM 17 500 and the others is RM 16 500 each.

FROCIOUS LICIOUS ENTERPRISE is a company which focuses on frozen food and a cafe. Our product is about pizza. We will sell our pizza in frozen condition and a pizza that have been ready to serve at café. FROCIOUS LICIOUS ENTERPRISE with tagline “tasty and fresh” is located at Johor Bahru with address at No.89, Jalan Bina 1, Bandar Seri Alam, Masai, 81750, Johor.

FROCIOUS LICIOUS ENTERPRISE is a company which focuses on food production in Malaysia. The toppings that will be provided with our pizza are serunding ayam, serunding daging, rendang ayam, rendang daging and crabstick. Moreover, 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.

To make it more attractive and interesting, we decided to make some innovation by implying our creativity and modern element in this pizza. Nowadays, flavour is one of the important things in any products making so a new different flavour might be a new attraction to people. We try to implement the taste of Malaysian-food in our product with western food like pizza. We have done some research that Malaysia is one of developed country and it quite busy during day time. Normally people who work during office hour and students do not have much time for to eat. So, with our new innovation, they can just buy the pizza with different fillings they can choose and go to work. It is easy and simple as that.