

## ARENDELLE PUFF

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FACULTY OF BUSINESS MANAGEMENT UITM CAWANGAN JOHOR,
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## **Executive Summary**

This business is based on partnership consisting of 5 members who hold important position in the company which are General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is RM15, 000 where the total contribution of each member is RM3, 000. Puff with meatballs is one of our famous puffs in our company.

Arendelle Puff with tagline 'Puff it On, Don't Hurgry' is located at Johor Bahru with address: JalanMawar 6, Taman Mawar, Bandar Seri Alam, 81700 PasirGudang, Johor, Malaysia.

ARENDELLE PUFF ENTERPRISE is a company focuses on food production in Malaysia. Puff was very well known back then but now its popularity is kind of fading away from its own domain, which is our country. So the idea of getting this puff back on the top of the list of our very well-known foods came after Catherine Chin Wan Ping Coombes had won the MasterChef UK2014 with our local food.

We have three fillings as the option for our customers to choose which are meatball as the main filling, chicken and *otak-otak*. The bigger shape of our puffs and the combination of the westerns would make it as our signature.

The company is not only providing frozen puff, we also cook our puff to be serving to the customer. The company is concentrating on customers satisfactions. We will provide our customers with all the needs they need. We also attract customers from the youngest age to the oldest age.

We will expect that our business will developed in the near future because our puff is an extraordinary and we also want to bring Malaysia's traditional food to be well-known around the world.