



UNIVERSITI TEKNOLOGI MARA, DUNGUN BRANCH.

FACULTY OF HOTEL AND TOURISM MANAGEMENT

**FUNDAMENTAL OF ENTREPRENEURSHIP
ETR 300**

FROZEN FOOD SUPPLIER ✓

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DIPLOMA IN CULINARY ARTS 06

1.0 INTRODUCTION

Nowadays, our foods industries are expand from time to time. Many hotels and restaurants are developing each day and make a lot of profits from the business.

As we know, raw materials are very important to food and beverage department. Raw materials that perishable and long lasting are the focal point need to be consider in foods business. With this opportunity, we chose a business start connecting to foods industries, FROZEN FOODS BUSINESS. In this business, we are as a frozen foods supplier to the hotels and restaurants such as meats and dairy products. Our premise is located at:

Lot A-31, Jalan Sultan Ismail,
20400 Kuala Terengganu,
Terengganu Darul Iman.

The business that we are going to run is well known especially to the restaurants and hotels owners. But, we are willing to take risk from our competitors by implementing our strategies.

2.0 PURPOSE

1. This business plan is prepared to obtain a term loan for the amount of RM 100,000 from Bank Bumiputra Commerce Berhad.
2. This business plan is prepared by us as a guideline in managing the business.
3. To persuade the audience of the business to give loan, to invest, to attract peoples such as bankers, investors, customers and many more.

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