



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS ADMINISTRATION

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

INDIVIDUAL ASSIGNMENT:

BUSINESS OPPORTUNITY

PREPARED BY:

SYUKRINA BINTI CHE MAT

STUDENT ID:

2018268246

PREPARED FOR:

MADAM NUR HAZELEN BINTI MAT RUSOK

GROUP:

D1BA1195H

DATE OF SUBMISSION:

21 DECEMBER 2020

TABLE OF CONTENT

NO	CONTENT	PAGE
1.0	ACKNOWLEDGMENT	3
2.0	EXECUTIVE SUMMARY	4
3.0	INTRODUCTION:	
3.1	INDUSTRY PROFILE	
	3.1.1 BACKGROUND OF FROZEN FOOD INDUSTRY	5
	3.1.2 TREND	5
	3.1.3 FUTURE PROSPECT	5
4.0	VISION, MISION, GOALS & OBJECTIVES	6
5.0	BUSINESS MODEL CANVAS	7
5.1	CUSTOMER	8
5.2	VALUE PROPOSITION	9
5.3	CHANNEL	10
5.4	CUSTOMER RELATIONSHIP	11
5.5	REVENUE STREAMS	12
5.6	KEY ACTIVITIES	13
5.7	KEY RESOURCES	14
5.8	KEY PARTNER	15
5.9	COST STRUCTURES	16
6.0	RECOMMENDATION	17
7.0	REASON WHY I CHOOSE	18 & 19
8.0	CONCLUSION	20
9.0	APPENDICES	21
10.0	REFERENCES	22

1.0 ACKNOWLEDGEMENT

First and foremost, I would like to say Alhamdulillah and praise to Allah SWT for giving me this golden opportunity to complete this assignment through the due date that lecturer state before.

I am very happy and satisfied because I successfully finished this report. Alhamdulillah, I can solved and managed the difficulties easily. This project is under the subject ENT300 "Fundamentals of Entrepreneurship".

Firstly, I would like to thanks to all the people that already helped me in finishing this task, especially to my lecture of this subject, Madam Nur Hazelen Binti Mat Rusok who sacrifice the energy, time and give knowledge to help me for completing the assignment based on the guidelines. Even I faced with a lot of difficulties along to complete this task due the pandemic of covid-19, but I managed to complete this report with determination.

Not to forget to my family and friends that also helped me in finishing this report. Without their support and encouragement, I cannot complete this report at on time. Also, thanks to people who are directly or indirectly helped me on making this project especially to Ruzi's Food owner, Puan Ruzilawati Binti Haron because gives me the permission to make a research about her company.

Lastly, I hoped this assignment fulfilled the criteria that are needed. The report that I already provided for this project can be used as a reference to others. I also hoped that I can get good results and marks for this report.

2.0 EXECUTIVE SUMMARY

Regarding to fulfil Fundamental of Entrepreneurship (ENT300) course requirement, I need to carry out a business opportunity. I am required to write a report based on my case study before which is a company that I have chosen. The overview of this business opportunity is that I am able to see the real life situation where I can see the existence problem that needs to be solved. The company that I have chosen before is Ruzi's Food.

Ruzi's Food is an original company carrying on small medium industry located in Kelantan. It is a company that generally known as a company for supplying food which concern more to frozen food based on their flour and other necessary ingredients. Ruzi's Food is a form of business based on sole proprietorship. The owner of the business used her own capital in order to open the business. The business capital is amounted to RM50, 000 where the contribution came from her late husband.

The company provides varieties of frozen food that she creates by her own idea. It offers the best-frozen products from standard grades and all of the ingredients that produced are the highest quality. Ruzi's Food is located at Lot 1893, Panchor, Pengkalan Chepa, 16100, Kota Bharu, Kelantan.

Ruzi's Food is a company which focuses on production of frozen food in Kelantan. This company provided frozen food which is wanted by the customer nowadays as it is easy for people who didn't have time to make a breakfast. They just need to fry this frozen food within a few minutes.

I have done some research that Malaysia is one developed country which consist of the people with varieties of diseases. Thus, I recommended this frozen food can be as a healthy breakfast for everyone who eat it. To make it more attractive, I decided to make some innovation by implying my creativity and great element in this frozen food. So, the customers will bring good memory after purchasing the products.

3.0 INTRODUCTION

3.1 Industry Profile

3.1.1 Background of industry

The frozen food market size was valued at 29.1 Billion in 2019 and is estimated to reach 404.8 Billion by 2027, registering a CAGR of 4.2% from 2020 to 2027. Frozen food is defined as food products that are preserved under low temperature and used over a long period. The product market comprises various food products, including ready meals, vegetables and fruits, potatoes, meat and poultry, seafood and soup. Frozen ready meals further include packaged ready-to-eat foods, bakery, snack and desserts.

The global frozen bakery industry has been on a higher growth trajectory for the last few years. The growth is largely fuelled by hectic schedules and rising awareness of nutritional facts amongst people. The frozen bakery market has grown considerably in recent times and is expected to continue its growth in future.

In foodstuff content, it is more meaningful if the quality standard assures that food is suitable for consumption, processed in a hygiene manner, is nutritious and safe. This paper will focus on the Malaysian food industry development in terms of quality standards that are necessary to be given consideration in the production of food.

3.1.2 Trend

The world has witnessed a significant growth in the women employment rate. With increase in number of employed women, it becomes significantly difficult for them to cook meals, which results in consuming frozen ready meals.

3.1.3 Future Prospect

Currently, frozen food has recorded strong growth and is expected to continue throughout the coming decades as it is a convenient medium and time savings to cook at home. Besides, this type of business can be improve by doing shipping services, online and promotional services as it reaches the needs of consumers. However, prices are still a concern for many people as the economy is getting worse today. Therefore, cost-saving initiatives should be carried out to avoid the financial problems of the business.