



اَوْنَبُوْرَسِيْتِي تِيْكُوْلُوْكَيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF ARCHITECTURE, PLANNING AND  
SURVEYING

**UNIVERSITI TEKNOLOGI MARA,  
SERI ISKANDAR, PERAK**

**AP 114**

**DIPLOMA IN QUANTITY SURVEYING**

**ENT 300**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**BUSINESS ACTIVITY**

**COMPANY NAME : FROZEN KIT**

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SUBMISSION DATE: 13 JUNE 2021

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## **ACKNOWLEDGEMENT**

First of all, I would like to express my gratitude to Almighty Allah for enabling me to complete this report on Business Activity of Frozen Kit.

Successfully completion of any type of project requires helps from a number of persons. I have also taken help from different people for the preparation of this report. Now, there is a little effort to show my deep gratitude to the helpful person.

I convey my sincere gratitude to my Fundamental of Entrepreneurship lecturer, Madam Hafini Suhana Binti Ithnin. Without her kind direction and proper guidance this study would have been a little success. In every phase of the project, her helps has shaped this report to be completed perfectly.

I would also like to thank all my classmates and also seniors who always responding to me whenever I need help. Thank you.

## **1.0 EXECUTIVE SUMMARY**

This project is a task that has been given in the form of a report for the entrepreneur to carry out a business activity. As we all know, since the pandemic of Covid 19 hit our country, many people started to take this opportunity for them to begin their business journey. Business has seen to be one of the biggest sources of money.

In this report, the entrepreneur has conducted a business activity of local frozen foods products. Frozen food is seen as a much-needed food especially during the movement control order. Although the entrepreneur only run the business in a short time of period, she managed to generate quite a large profit. During this activity, the entrepreneur also learn and explore new things.

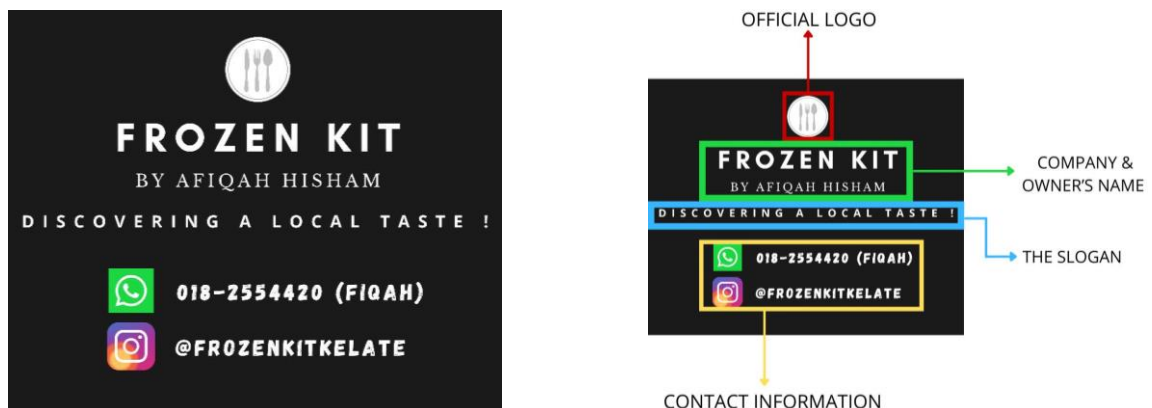
## 2.0 PROJECT DESCRIPTION

### 2.1 COMPANY BACKGROUND

The entrepreneur has named the company by the name of Frozen Kit. It is coinciding with the product offered and symbolizes the identity of the frozen food product that is being sold. The idea of the name was sparked when the entrepreneur was looking at the first aid kit box where it is needed when emergencies occur. There we can put it in the same situation as for food. We can equate that sick people will need the first aid kit and when people are hungry, they will need food. Then with that came across the entrepreneur mind the idea of Frozen Kit. A kit that is needed by all.

The owner or the founder of Frozen Kit is Wan Nur Afiah Binti Wan Badrul Hisham. She is a 20 years old entrepreneur who are from Cik Siti Wan Kembang state which is Kelantan. Her interest and passion in business makes her more enthusiastic to carry out this business activity. Back to the company, Frozen Kit is a home- based company where it does not involve any physical shop due to the increasing of pandemic covid 19 cases in our country. It was founded in Kota Bharu, Kelantan as the entrepreneur is also from there. Frozen Kit was conducted for three weeks, starting from 3<sup>rd</sup> June 2021 until 23<sup>rd</sup> June 2021.

In ensuring Frozen Kit products being known by others in a short period of time is not an easy thing to deal with. But that is not a big deal. The entrepreneur has taken the initiative to create its own logo and slogan. It is converted into a sticker form and pasted onto each of the packaging. The purpose is to fulfill the first important in business which is called as personal branding. By having the sticker, people will know the product is from Frozen Kit.



*The Official Logo and The Details*