



FACULTY OF BUSINESS AND MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

PREPARED FOR

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BUSINESS NAME

ANEKA DAGING PERAP BAR.B.QUE

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ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ

Praise to Allah SWT for the strength given, finally I have done my individual assignment which is a case study. I would like to take this opportunity to thank to everyone that who gave help and support. Without guidelines from them, my individual assignment will be not successfully complete.

First of all, I would like to thank to Madam Nur Hazelen Binti Mat Rusok as my lecturer of fundamentals of entrepreneurship for her encouragement, commitment, advice and guidelines were invaluable during accomplishment this assignment.

Last but not least, I also want to thank to our colleagues for their help and ideas in completing this assignment. Thank you so much and I hope Madam Nur Hazelen Binti Mat Rusok is satisfied and giving full consideration in marking this assignment.

Thank you.

Nursabrina binti Zulkefli (2019447692)

EXECUTIVE SUMMARY

Our lecturer, Madam Nur Hazelen binti Mat Rusok, originally intended for this assignment, business opportunity, to introduce her students to the business world. I have opted to start a modest business in which I function as a tiny agent known as a dropshipper and sell frozen food after researching a variety of options.

Aneka Daging Perap Bar.B.Que is a supplier and manufacturer of frozen food in Taiping, one of our greatest advantages is high quality products including chilled and frozen meat, lamb, chicken, duck, and seafood. Whether you order from an individual or a small agent, we guarantee to deliver the best-value frozen foods. Quality is not the only advantage in the market, we also offer competitive prices for our frozen products. We aim to give our customers the best quality frozen food at great-value prices.

Aside from that, we supply a large range of fish, squid, prawns, chicken, lamb, duck, and more to your home. Apart from the foregoing, it is also crucial to note that we offer the best after-sales support you can imagine. We recognise the importance of on-time delivery for restaurants and cafes. As a result, we continue to improve our delivery system and staff.

Freezing food as soon as it is purchased prevents bacteria from developing on it and entirely stops the decomposition process, so it is the most recommended method of purchasing food. If you are still not convinced, these are the top three reasons to buy frozen food.

For starters, there will be less waste. Frozen foods are easy to clean. It comes in a wide range of species and presentations, all of which are already cleaner and gutted, resulting in less waste in your kitchen and faster preparation. All you have to worry about now is choose which recipe to try this time.

Freshness can then be frozen. You may be wondering how a food that has been frozen for long period can still be fresh. Even if the food was caught just a few hours earlier, the entire delivery procedure, the change in temperature to which it is exposed, and the time it spends at the counter before being purchased can cause food, particularly seafood, to lose freshness. However, if seafood is frozen as soon as it is caught from the sea, any risk of decomposition is inhibited, bacteria are eradicated, and vitamin characteristics are preserved, so frozen items can be stored fresh.

Finally, the product has a longer shelf life. Most families now live in a fast-paced environment, and they do not have time to go to the grocery shop every day. Choosing a product that can be refrigerated for a long time, keeps fresh, healthy, and preserves its flavour is the ideal option when heading to the grocery shop. Frozen food satisfies all of these requirements.

Refrigeration allows meals to stay fresh for extended periods of time, giving them a longer shelf life than unfrozen seafood. This means you may buy frozen food and store it in the refrigerator for several months without losing the omega-3 nutrients, fatty acids, vitamins, and minerals it provides to the human body.