



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI
INTRODUCTION TO ENTREPRENEURSHIP ETR300**

**FROZEN SAVOURIES
(DISTRIBUTOR)**

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

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EXECUTIVE SUMMARY

We plan to run a business by opening a frozen food company. As for preparing ourselves to meet with the business world, we have done some research on the type of business that we will run. We decide to enter this business as to take the challenge from the government in order to see more Bumiputra`s involving in business field. By preparing this Business Plan, we were exposed on how to market the product, budget the operation and many more. We have decided to operate our small business in the area of Taman Ria Indah. We choose the location by referring to the facilities, demand, population, near to the suppliers and customers. As a conclusion, we hope that this Business Plan will give a clear view for the potential entrepreneurs who are interested in involving in this challenging business world. Please apologize us if there is any mistake in preparing this Business Plan and surely we could learn it as to improve ourselves in the future.

EXPLANATION OF BUSINESS NAME

We have chosen a very symbolic term for our company's name that relates to our main business activities. "FROZEN SAVOURIES (DISTRIBUTOR)" has been selected for our business name. The word "FROZEN" shows that all the food that we are distributing are kept in frozen earlier before it can be cooked. Then, the word "SAVOURIES" is something regarded to the smell or aroma, which can make people mouth watery. It somehow can attract people to try and then eat the food. Furthermore, the word SAVOURIES gives a meaning that the foods have a very good taste and nice smell. Besides that, DISTRIBUTOR can be defined as the supplier or the company which is liable to provide frozen savouries food for all public people as well as we can do it.