



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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MARA

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)  
BUSINESS PLAN REPORT**



<b>NAME</b>	<b>STUDENT ID</b>
<b>AHMAD ZULFADHLI BIN MOHD ZULKIFLI</b>	<b>2019202024</b>
<b>NIK MUHAMMAD LUTFIL HADI BIN IBRAHIM</b>	<b>2019243076</b>
<b>MUHAMMAD MUAZ BIN MOHD JAFFAR</b>	<b>2019420998</b>
<b>AMMAR ZIKRY BIN SAIFULFATA</b>	<b>2019286958</b>
<b>MUHAMMAD AMIR FIRDAUS BIN HANIZAR</b>	<b>2019412986</b>

**DIPLOMA IN MICROBIOLOGY (AS1145D1) - FACULTY OF APPLIED SCIENCES**

**BUSINESS NAME: D1 FROZEN FOOD**

**SUPERVISED BY DR ASIAH BINTI ALI**

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## EXECUTIVE SUMMARY

D1 Frozen Food is a partnership company that focuses on food and beverages retails. This company consists of five members that have their own roles which are General Manager, Administration Manager, Marketing Manager, Financial Manager and Operational Manager.

Our main products are frozen foods that suit Malaysian tongue with more than 20 various types of frozen foods using our own recipe. This kind of businesses are quite popular nowadays due to its demand and pretty convenient for people to get foods instantly. Thus, this creates an idea for us to open this business.

We can say our product is one of the best frozen foods in Malaysia, because we use lots of premium ingredients to give the maximum quality on our products. Ironically, our prices are really reasonable, that makes us quite different from other brands.

Started on 31 December 2021, we can say our business grows rapidly day by day. Located at (Selinsing, Kelantan), and there is no surprise if we can open franchises soon. Finally, we would strongly suggest for all people especially Malaysians to give a try on our products which we will guarantee it is the best frozen food in the market.