



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF
ENTREPRENEURSHIP
PROJECT (ENT 300)**

FROZEN FOOD

GROUP MEMBERS : **MUHAMMAD SYUKRI BIN DAMANHURI**
MUHAMMAD SYAMIM HILMI BIN MOHD KAMSHAH
FARAH SYAHIRAH BINTI SYAARIF HUSSIN
SITI AISHAH BINTI RAMLI
NORAIN BINTI ROSIDI

GROUP: **EC110 6 R1**

LECTURER'S: **MR. SYAHRIL NIZAM**

DATE: **28 FEBUARY 2013**

THE UNI GLOBE ENTERPRISE

TABLE CONTENT

Content	Pages
Acknowledgement	1
Chapter 1: Introduction	
1.1 Introduction to the business	2
1.2 Purpose of the business plan	3
1.3 Background of business	4
1.4 Background of partners	5-9
1.5 Location of the business	10-11
Chapter 2: Administration plan	
2.1 Introduction to the administration plan	12-16
2.2 Organization chart	17
2.3 Administration personnel	18-24
2.4 List of the office equipments	25
2.5 List of office furniture & fittings	26
2.6 Office layout	27
2.7 Administration budget	28
Chapter 3: Marketing plan	
3.1 Introduction to marketing plan	29-31
3.2 Introduction to product	32
3.3 Target market	33
3.4 Market size	34-36
3.5 Competitors analysis	37-38
3.6 Market share	38-40
3.7 Sales forecast	41-46
3.8 Marketing strategies	47
3.9 Marketing budget	

ACKNOWLEDGEMENT

Assalamualaikum w.b.t.

Firstly, we would like to praise to Allah Almighty for His blessing, we can completed the business plan for our company, The Uni Globe Enterprise. We are thankful to Allah because giving us the patient, motivation, strength, inspiration, ability, and a good health especially to our body in completing this business plan after all the challenges that we have gone through without any problem. We would also like to express our thanks to the people who have helped us finished this ENT300 project.

A very thank you to Mr. ShahrilNizam, who is our ENT300 lecturer. He had given a lot of ideas and information for us to produced and finished our complete business plan. We realized that all of his advice is to ensure that we can be a good business planner. Besides that, help from the seniors are also very helpful too.

As important part of our life and a person who are always be our side, we would like to wish a million of thank to our parents because of their supports in term of spirit and finance to make sure that we can do the best for this business plan. Next, last but not least, thanks to our group members for their cooperation and also their commitment in preparing this business plan. Our idea and also all of the hard work have resulted a positive result. Hopefully, our effort will get high reward that belongs to us.

THE UNI GLOBE ENTERPRISE

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

The Uni Globe Enterprise is a partnership company which is initially starting in the form of five members. All five members have a really good self commitment and dedication to form a company. The idea for our business is from one of our members itself which is frozen food.

The main business of The Uni Globe Enterprise is to supply a product with a freshness and great quality of frozen food to the mall around no 12, Jalan Perda Barat, Bandar Perda, 14000, Bukit Mertajam, Pulau Pinang. Our companies choose to supply and sell the frozen food is because of the need and interest among the adolescent itself around Penang. Our members also think if we are selling frozen food to the customer, we can gain interest and profit to our company and at the same time we can give what our customer wants.

Many benefits of frozen food can be made such as customer's can store the food on the refrigerator and only used a little of time to cook the food since it already half cooked. It also has a long expired date since it was stored in the refrigerator.

Our business product which are frozen food are based on Islamic practice and we are always making sure that our frozen food are 'Halal'. Our products not only produce one type of food but also produce a variety of food such "curry puff and doughnut. So that the customer's can choose the food that suit their taste.

Our location is very strategic because our shop was located around Bandar Perda. The population of people around the area is very high. So we thought the number of the customer is not a big problem of us.

1.2 PURPOSE OF THE BUSINESS PLAN

Business plan is the first important thing that every company need to do before they are going to start any kind of business. It is to analyze all aspects of the venture, market, and people needs. Furthermore, business plan can help entrepreneurs prepare an effective strategy to deal with the uncertainty that arise. Thus, may help an entrepreneur's project from being doomed to failure.

Thus, it is important that entrepreneur prepare the business plan especially as a partnership company. On the other hand, every members of the partnership company should contribute in making this business plan so that they can get the clear image of business that they are running. It is important to the leader of the company to understand the contribution of each team members. If consultant are sought to help prepare a business plan, the entrepreneur must remain the driving force behind the plan.

Next, by providing this business plan earlier, it can help us to overcome the problems that will occur in the future. The flows of the money are derived from a business plan for both the entrepreneur whereas the financial sources will read it and evaluate the venture. Other benefits are to evaluate the growth potential of our business at the highest level. The good publicity can make our business to be known by people, which is automatically can make our company to get the market and regular customer.

To conclude, the purpose for doing this business plan is to make sure that our business can achieve the goals and mission at the right time and will smoothly run, thus successfully done as we plan.