



اَوْنَبُوْرَسِيْتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
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**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**

BUSINESS PLAN: PIZZA PRIME

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BUSINESS DESCRIPTION

1.0 Introduction to the business

Name of the business	:Pizza Prime
Nature of business	:Food and Beverages
Industry profile	: Pizza Prime is a partnership business which has been founded in 2021 in Desaru, Johor. Pizza Prime consist of 4 founder and will be launch in 2022. Pizza Prime is a pizza shops that offer variety of pizzas and beverages.
Business location	:Desaru Utama
Date of commencement	:Year 2022
Factors in selecting the proposed business	<ul style="list-style-type: none">• assisting career housewives in cooking new meals by saving time.• To entice new customers, a new sort of pizza concept is being introduced.
Future prospects of the business	<ul style="list-style-type: none">• Expand our business to all around Malaysia• Frozen pizza into international market