



UNIVERSITI TEKNOLOGI MARA

ETR 300
FUNDAMENTALS OF ENTREPRENEURSHIP



FROZEN DICE ENTERPRISE

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Last but not least, even far from us, we wouldn't forget about our parents. Lots of thanks to always support us in this field.

Finally, to all of you, may ALLAH bless all of you. Insyallah.

EXECUTIVE SUMMARY

Nowadays, there are a lot of people get involve in business. This is due to the profit that can be made through business. Business has already become a source of income for human since the early ages of civilization. Even the Prophet Muhammad S.A.W once said, "9/10 of income come from businesses". So, business has a big potential ones social standard and living. So we as a new generation entrepreneur will also want to get involved in this big potential source of profit.

As the challenge, we as new generation make a conclusion to set up new business which name FROZEN DICE ENT. Our business is based on the manufacturing and distributing CHICKEN DICE. We have our own place to produce and selling it directly to the customer.

We run this partnership among 4 shareholder which lead by Nur Adilah bt. Zulkipli as General Manager, Nur Farah Hanim bt. Abd Razak as Marketing Manager, Amir Syukri b. Asari as Operation Manager, and Nurul Syafiqah bt. Norazlan as Financial Manager.

We choose this type of business because of we believe that this business can give profit back. Besides, the eating habits of people nowadays also prefer to use frozen food better than fresh food. And we know that frozen food manufacturer usually non-Muslim. So, as a Muslim, we take this as Fardhu Kifayah to help other Muslim to find the new frozen food. We take this as the benefit for our company to keep challenge with other competitors. We comes with TRANSFORMATION OF CHICKEN BALL TO CHICKEN DICE. This is our next strength. We comes with new shape of food.

For beginning, we start our company at Bandar Perda. It is because we saw that we will grab more customers easier. and we will have more intention to expand our company in short time.

In future we hope to expand and distribute our product to another country especially country which has lots of Muslim.

1.0 INTRODUCTION

1.1 INTRODUCTION TO THE COMPANY

FROZEN DICE is a special name created by us to show our personality. Two simple words that will bring changes to the frozen food retail industry. In the same time, we bring the uniqueness and creativity into this industry.

Frozen refers to our product which is typical and assorted frozen food. Dice refers to all products and future products from our company in dice or square shape. This is the originality of our company. We come with our own identity which is SQUARE.

Besides focus on taste of our product, we really stress on our identity which is dice or square. The originality of our products is among the main things that need to focus in producing area.

Our emphasis will be on producing, making and selling chicken square. Frozen Dice will be an outlet that can help our target customer to make their life more easier. Such as working parents and food sellers which will easily attract to our product that really have different shape and really easy to prepare. Besides, it also can give new experience when eating with food that comes with new shapes.

As everyone knew, George Town already declared as UNESCO World Heritage Site, it much and more gives some advantage for us to distribute and start a new product in Penang area. We hope to run our business on 15th January 2011.

Our company is formed among 4 partners that share the same dream and vision in developing and being part of the frozen food industry in Malaysia, all of whom will be invaluable to the new venture. Our outlet will be located at:

Lot 103,
Persiaran Perda 15,
Bandar Perda,
13500 Permatang Pauh,
Pulau Pinang.

We choose this location because the turn over people in and out from this area is high. So to expand a new company it is a benefit for us. So that, we satisfied and agree to start up our business in Bandar Perda.