



**BUSINESS PLANNING**  
**ETR 300**  
**EVA CREAMERY SDN.BHD**

**PREPARED FOR:**

***PROF. MADYA MOHAMAD ZAIN BIN IDRIS***

**PREPARED BY:**

<b>KHADIJAH BT SAAD</b>	<b>99159845</b>
<b>AZIAN BT IBRAHIM</b>	<b>99005220</b>
<b>MASTURA MAT HASSAN</b>	<b>99009320</b>
<b>RABAAH BT SELI</b>	<b>99009617</b>
<b>SABRINA MD HASHIM</b>	<b>99125421</b>

**DIPLOMA IN BUSINESS STUDIES 5A**

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## SYNOPSIS

Thanks for the almighty Allah for giving us opportunity to finish up this project. All of us have agreed to choose and establish a business in ter of product concept. Five of us also satisfied with what we choose. So, we as a partnership in this business have agreed to choose an ice-cream manufacturing. We also have agreed to named our company as EVA CREAMERY SDN.BHD. and our company main activitiy in run this business is to produce and distribute ice-cream product in north area like Kedah and Perlis. Each of us has our owned skill and part in the business.

As we know. Nowadays most ice-cream manufacturer is come from non-Bumiputera. No one from Bumiputera's ore try to enter in this business field. Five of us are very proud to be the 1<sup>st</sup> Bumiputera's company in handling and making ice-cream manufacturing in Malaysia especially in north erea.

Wetry to producemany types of ice-cream based on taste, shape and others. Our ice-cream product consist of stick ice-cream, cones ice-cream, cup ice-cream and cream line ice-cream. We already fixed the price of our product at a competitive price as we regarded as a new company in the industry.

We are consider tin trying to minimizing cost and maximizing the profit. Each of the functional managers must play their own role efficiently and efficiency in order to gai our company goals and mission. Towards achieving what we have set before, we are use the samll amount of workers with a minimum qualification but they give us an efficient work.

**BACKGROUND OF THE BUSINESS**

Name of the business: EVA CREAMERY SDN. BHD

Address of business: No 252, Kawasan Perusahaan Mergong 2,  
Lorong Perak 10,  
05150 Alor Setar,  
Kedah.

Correspondence Address: -same-

Telephone Number: In applied

Types of Business: Partnership

Main Activity: Produce and market ice- cream

Date of Commencement  
Of business:

Date of Business  
Registration: 1<sup>st</sup> January 2006

Business Registration  
Number: In applied

Loan:

Name of Bank: Bumiputer Commerce

Bank Account: In applied

Equity Contribution: Shareholder  
Bank Loan