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UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN**

CREAMY CUMI ICE CREAM



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**FACULTY & PROGRAMME: FACULTY OF INFORMATION MANAGEMENT
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PROJECT TITLE: BUSINESS PLAN

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Executive Summary

Creamy Cumi Ice Cream offers a lot of Ice Cream flavours for students in UiTM Kota Samarahan Campus 1. This company provide ten ice cream flavours such as Milo, Oreo, Corn, Yam, Matcha Green Tea, Green beans, Chooky-chooky, Bandung and Samboi Our shop is located at Block 1 Kolej Seri Gading and we hired one shop assistant.

Our mission is to bring new and unique ice cream flavours for students to try. While our objective is to provide our customers with great services and to satisfy their needs of having good tasting deserts.

Our customers can browse through our social media or go directly to our shop to get a look or taste our ice cream. Each ice cream cost about RM1.20 and for every 10 ice cream purchases, we will give 2 more for free.

Creamy Cumi Ice Cream shop strategy is to emphasize on the quality and the taste of the Ice Cream that we have made. We offer the most affordable price because as we all know, students don't have a lot of money to spent. Thus, we develop a marketing strategy that offers a cheaper price to attract people.

In our marketing plan, our target market are the students living in Kolej Seri Gading, visitors and UiTM staff. The market size for our business is RM 35, 064 per month. The market share for our business is RM 210, 384 annually. The total sales forecast for the year 2020 will be RM 210, 384, while by the year 2021 and 2022 will be RM 231, 422 and RM 266, 136 respectively. In market budget, our monthly fixed expenses are RM 1000.

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Introduction

Name of the Business

We choose Creamy Cumi Ice Cream as our business name because we want to expose our product is creamy and delicious. This business name is agreed by among the team members. Usually customers will be attracted to any product based on their name alone. So we decided to give a unique name to our business, and the same apply to our ice cream flavour.

Business Nature

The idea for this business was formed due to high demand from the students in Kolej Sri Gading. We are estimate about 75% out of 1948 students like to eat ice cream. We selling 9 uniqueness of ice cream flavour because we and to come out with new idea of business which is selling Malaysian people favourite flavours, that usually they sell it into the ice cream plastic. So we decided to make a new idea which is make it into stick ice cream.

Other than that, we want students in Kolej Sri Gading feel happy and enjoy the ice cream with their friends. This is why we make a coupon to attract them buy our ice cream. They can redeem the coupon for the birthday. Meanwhile, our business operation hours is weekdays from 10:00 a.m until 5:00 p.m.

Product Description

Ice cream is a rich, sweet, creamy frozen food made from variously flavoured cream and milk products churned or stirred to a smooth consistency during the freezing process. It is look so luxury while we open the ice cream plastic and make us cannot wait to taste it. Ice cream symbolize to see or eat ice cream in your dream signifies luck, success in love, and satisfaction in your life in general. You should enjoy the moment and be happy about it.

Ice cream can make us enjoy every moment with our family and friend. Old school ice cream is name Ice Cream Malaysia, which is the most legend ice cream in Malaysia. This ice cream was very popular in at the more than three decades ago. The closest that we can find this traditional style ice cream are the ones sold at the 'pasar malam' (night market), ice cream with the local flavours such as Pulut Hitam, Red Bean, Durian, Green Bean and Corn.

We want to improvise the ice cream which is using another unique flavour such as Choki-Choki, colourful jelly, paddle pop and more. We want to make a different because the passage of time in this modern era. We believe that our price of ice cream is affordable price which is RM1.20 per stick.

Purpose/s

A business plan serves as the blueprint for how we will operate our business. While we need to have a business plan to seek investors or get a loan for our business, the plan is for our benefit. It provides a step-by-step guide as we start a new business or grow our current business. It provides direction for every decision we make going forward. A business plan lays out a plan from administration, marketing, financial, and operational viewpoint. Business plan is important for every business especially for the new business Creamy Cumi Ice Cream because it can help us to go the right track in order to establish our business and keep us stay longer in business industry.

1. The purpose of a business plan is to identify, describe and analyse a business opportunity and/or a business already under way, examining its technical, economic and financial feasibility.
2. To serve guidance to the owner, investor, suppliers, customers and our business's partner.
3. To attract banker where is to convince the bankers in black and white the business is an ideal investment.
4. As a guideline for companies' operation. This is important to ensure all the activities goes smoothly.
5. To distribute business resources effectively