



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا
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TEKNOLOGI
MARA

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BUSINESS PLAN REPORT : ICEPROBIOTIC CO.

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1.0 Executive Summary

IceProbiotic Co. is a company located at Puncak Alam, Selangor and specializes in the production and sales of Lactose-free Probiotic ice cream, providing a healthier dessert alternative to customers while maintaining indulgent flavors. Our company is dedicated to producing lactose-free probiotic ice cream that not only supports gut health but also boosts overall immunity. By making our products lactose-free, we provide a unique opportunity for lactose-intolerant individuals to indulge in delicious ice cream while benefiting from the probiotics. We also aim to offer a variety of flavors that cater to diverse tastes, ensuring that everyone can find a flavor they love while reaping the health benefits. Our current offerings include Royale Grape, Berry Bliss, Choco Swirl, and Vanilla Velvet, all enriched with live probiotic cultures. Our target market includes health-conscious individuals, people with dietary restrictions like lactose-intolerant and those looking for a more nutritious dessert alternative. With a market size estimated at RM 5,616,000.00, our strategic business model focuses on providing high-quality probiotic-infused ice cream. This market is expected to experience an annual growth rate of 15% to 20% in the first 3 years of operation. The purpose of creating this business plan for IceProbiotic Co. is to outline our strategy for launching and growing a probiotic ice cream brand that combines health benefits with indulgence, while providing clear financial projections and operational goals to attract investors and guide our business development.

2.0 Business Background

2.1 Basic Information:

2.1.1 Name of the business

IceProbiotic Co. was chosen as our company's name to reflect the core values and mission of the business. It combines two key elements where, "Ice" referred to the product's primary form that is ice cream while "Probiotic" highlighted the health benefits of the product. The name emphasizes that our company is not just about creating delicious frozen treats, but also about promoting digestive health through probiotics. The addition "Co." also signifies that it's a professional company, reinforcing its commitment to quality and expertise in crafting innovative, gut-friendly ice cream. The name is both catchy and informative, encapsulating the fusion of indulgence and wellness.

2.1.2 Business location

IceProbiotic Co. was located at Galaxy Avenue, Bandar Puncak Alam, 42300 Puncak Alam, Selangor. This location was chosen as it has many accessibility where this area is well connected to major urban centers such as Shah Alam and Kuala Lumpur. This can ensure easy access for potential customers from surrounding areas and thereby increasing the brand's reach and visibility. As Bandar Puncak Alam also continues to evolve as a developing suburban area, positioning the business in this location allows IceProbiotic Co. to tap into a growing community while capitalizing on future development opportunities. Apart from that, this place has spacious parking facilities for visitors who come. This will make it easier for people and make them comfortable to come to our company again.

2.1.3 Legal form

IceProbiotic Co. is a business that is based on Partnership of 6 people.