



UNIVERSITI TEKNOLOGI MARA

MKT 243

FUNDAMENTALS OF MARKETING

TROPIC FRESH

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GROUP / PROGRAM : AC1105A2
SUBMISSION DATE : 21 MARCH 2014

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1.0 INTRODUCTION

1.1 Executive Summary

Tropic Fresh is a business that deals with food and beverage industry in Malaysia. From establishment of Tropic Fresh business, it will totally distinctive with other business because we come out with varieties of ice cream that serve with different flavours, attractive colours and the ingredients used. By walk in to our Tropic Fresh outlet, customer will be provided with a better service and they will experience a wonderful moment while enjoying our ice cream.

We choose Tropic Fresh as the name of our company because our company is a company that make yogurt ice cream from tropical fruit. Our customer can choose any flavour that they want as we provide varieties of flavour such as dragon fruit ice cream. Besides that, our company also want to promote Malaysian tropical fruit into ice cream market.

Our company is located at 1Borneo Hypermall, Sepangar. We choose this location because it is one of the most strategic places as there is a lot of potential customer. This is because 1Borneo is one of the places, in Kota Kinabalu, that is concentrated with tourist, families, teenagers and workers that are willing and have a lot of money to spend.

1.2 COMPANY BACKGROUND

Tropic Fresh (TF), is a company that make yogurt ice cream from tropical fruit, hence the “tropic” is exist in the company’s name. The company purpose is to make a healthy and nutritious ice cream for the all of the ice cream lovers out there while not forgetting to promote Malaysian tropical fruit’s into the ice cream market. This is inspired by the success of the durian ice cream flavour which is a hit in the market around Malaysia. Hence, it can be concluded that this product have a very high potential to be a big success in the market.

Furthermore we will present our product in a unique way where it will be decorated when it is served to the costumer, unlike most of our competitor where they only serve their product in a cone without any decorations or serving style. Thus, by this we hope to attract more costumer and able to compete with our competitor and make profit.

In short we will not only be making profit, we will provide a healthy alternative for dessert served in a presentable and durable manner in hope that we can fulfil our customer needs and wants.

Why Yogurt ice cream instead of other healthy based product?

The company decide to make a yogurt ice cream instead of just ice cream or switch to other health related product is because the company is aiming on making a healthy and nutritious dessert for the enjoyment of public without having to suffer the horrible effect of an ice cream while having the joy of eating an ice cream. This is because, unlike ice cream, yogurt ice cream contains less fat and sugar compared to ice cream and it contains bacteria that are good for the human body. Not to mention the fruits contains of nutrients that is good for the consumer. In short, the company is giving the community a healthy choice of desert where they don’t need to take those horrible supplement pills to obtain their basic nutrient needs instead they can enjoy a yogurt ice cream while keeping healthy.