



UNIVERSITI TEKNOLOGI MARA

FACULTY OF ACCOUNTANCY

MKT 243 (FUNDAMENTAL OF MARKETING)

CRUNCHY ICE COMPANY

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1.0 Introduction

1.1 Executive Summary

The interaction between students and lecturers is very important at present as we can from various different angles, such as university relations they can be regarded as a close friend if the link is good either in the learning sessions, socialize and communicate between them. For example other they also have similar objectives in the pursuit of knowledge his students want to learn about examples of useful knowledge while at university lecturer will implement while trying to communicate science students but at the same time searching for new ideas in their learning.

Otherwise the interaction between students and lecturers are not only learning in the session but also how they socialize at either university or outside universities in other words the interaction between them should be good to the good interaction with because if these problems then how interactions of students and lecturers may be less friendly This situation can create conditions that are less comfortable.

Actually many aspects that can influence the interaction between students and lecturers including in terms of interactions, communication, effectiveness of learning in the classroom either interested in how students feel their delivery science lecturer and then a result of learning has been to create space between them to continue to interact more effectively. For example many aspects that can influence the interaction between students and lecturers including in terms of interactions, communication, effectiveness of learning in the classroom either interested in how students feel their Delivery science lecturer and then a result of learning has been to create space between them to continue to interact more effectively. Generally considers the interaction between his many students and lecturers difficult to closer but otherwise if this second groups respective roles wisely.

1.2 Business Background and Company Description

Crunchy Ice Company is a business that sells Ais Batu Campur (ABC) in the name of Sticky Ice. The business main objective is to sell a product to earn a profit. We plan to sell moveable product that contains local fruits to our customer. It is a new moveable product that not yet available in Kota Kinabalu. We choose to sell this product because of the hot weather. The location of our business will be at Lot 2, Ground Floor, Phase 2, University Plaza Sulaman. There are several factors that have been observed for marketing, such as easy to be found, supply of labour and source of demand. The target of our product is the whole family that consists of kids, youth, teenagers and adult. The business will be managed by Marketing Manager, Assistant Marketing Manager, Executive Manager and Marketing Officer.

Logo	Meaning
Sticky Ice Product	Show that the picture of our product will be sell
Sparkling Fruit	showing the foods are delicious where it refers to the type of the customers
Blue	Colors that show it is cold food

1.4 Mission, Vision, Objectives & Goals

Mission	To enhance the taste of local ABC (ais batu campur) for customer delights.
Vision	Creating the best customer experience and provide highest quality of local ABC (ais batu campur).
Goals	Develop the preferred choice of food for customers into local products with affordable prices to support local food.
Objectives	Introduce tasty and healthy local ABC to customers and satisfying them with good service.