



اَبُو سَيِّدِيكَوْلُو كَوْنُو اَبَا
UNIVERSITI
TEKNOLOGI
MARA

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FACULTY OF APPLIED SCIENCE

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

F.E.N.L²GELATO SDN. BHD.

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PREFACE

First and foremost, we would like to express our gratitude to God Almighty for blessing and allowing us to complete our business plan successfully. We also would like to thank our lecturer for this subject (ENT 300, Fundamentals of Entrepreneurship) Madam Sharifah Nurafizah Bt. Syed Annuar for giving guidance, brilliant ideas and encouragement in helping us to complete this project within the time given.

This very project work was completed with remarkable effort of high spirit of cooperation between the group members. They are:

1. **Natalia Nur Hassana Bt. Boy Sharif** (General Manager)
2. **Pannilin Dimus** (Administration Manager)
3. **Feezle Pullynda Paulus** (Marketing Manager)
4. **Leslye Matius** (Operational Manager)
5. **Esther Parimus** (Financial Manager)

Last but not least, we would like to express our gratitude to other organizations involved who have helped us for providing numerous and valuable information regarding our business proposal.

Lastly, we would like to show our appreciation to our families and close friends for lending us a helping hand during needy times.

EXECUTIVE SUMMARY

The name of our company is F.E.N.L² GELATO SDN. BHD. This business is in the form of partnership which consists of five members. Each partner contributes a certain amount of capital as agreed in the agreement.

There were no sleeping partners and all of the members are entitled to participate in the business management. We agreed that Natalia Nur Hassanah binti Boy @ Sharif as the General Manager, Pannilin Dimus as Administration Manager, Lesllye Matius as the Operational Manager, Feezle Paullynda Paulus as the Marketing Manager and Esther Parimus as the Financial Manager.

The General Manager will oversee all the individual department and help where guidance is needed in some matter relating to the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operational Manager is responsible to the entire job that related to the operation and will be supervising and coordinating the operation of the business. Last but not least, the Financial Manager will be handling the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization. Lastly the Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market.

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1.0 Introduction

No specific person has officially been credited with inventing ice cream. Its origins date back as far as 200 B.C., when people in China created a dish of rice mixed with milk that was then frozen by being packed in snow. The Chinese King Tang of Shang is thought to have had over ninety “ice men” who mixed flour, camphor, and buffalo milk with ice. The Chinese are also credited with inventing the first “ice cream machine.” They had pots they filled with a syrupy mixture, which they then packed into a mixture of snow and salt.

One of the earliest forerunners of modern ice cream was a recipe brought back to Italy from China by Marco Polo. The recipe was very like what we would call sherbet. From there, it is thought that Catherine de Medici brought the dessert to France when she married King Henry II in 1533. In the 1600s, King Charles I of England was said to have enjoyed “cream ice” so much that he paid his chef to keep the recipe a secret from the public, believing it to be solely a royal treat. However, these two stories appeared for the first time in the 19th century, many years after they were said to have taken place, so may or may not be true.

Up until the 1800s, ice cream was mostly a treat reserved for special occasions as it couldn't be stored for long due to the lack of insulated freezers. People would have ice cut from lakes in the winter and store it in the ground or brick ice houses, which were insulated with straw. Ice cream at this time was made using the “pot freezer” method, which involved placing a bowl of cream in a bucket of ice and salt (note: not mixing the ice and salt with the cream as many believe). In 1843, this method was replaced by the hand-cranked churn which was patented by Nancy Johnson. The churn created smoother ice cream faster than the pot freezer method.

In the modern world today, ice cream has become one of the universal desserts and is extremely popular among people. There are many kinds of ice cream aside from the original standard ice cream, such as gelato, sorbet and parfait. They also come in many flavours which customers can choose to satisfy their desire. Several ice cream franchises such as Baskin Robbins and Haagen-Dazs has become attractions from people all around the world. Due to the popularity of ice cream, we have decided to make a homemade ice cream using only 3 main ingredients; a heavy whipping cream, sweetened creamer and our own additional flavour, and we are planning to promote as well as selling it so that we can have additional income and also getting experience in making ice cream and creating new flavour to attract more customers. We are sure that the ice cream will have a high demand since the climate here in Kota Kinabalu is hot, and most of our friends will crave for something cold to overcome the heat. This will surely be an experience to us and we are very excited to do the business.