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FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
ESCREME LICIOUS

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Contents

Acknowledgement	6
Executive Summary.....	7
1.0 Introduction	7
2.0 Purpose	8
2.1.1 Vision.....	8
2.1.2 Mission.....	8
3.0 Company Background	9
3.1 Logo.....	10
4.0 Owners and Partners' Background	11
GENERAL MANAGER	11
ADMINISTRATION MANAGER	12
OPERATION MANAGER	13
MARKETING MANAGER	14
FINANCIAL MANAGER.....	15
4.1 Partnership Agreement.....	16
4.1.1 Types of Business	16
4.1.2 Capital	17
4.1.3 Period of Partner Agreement.....	17
4.1.4 Distribution of Profits and Loss.....	17
4.1.5 Perquisite	17
4.1.6 Partnership Property.....	17
4.1.7 Death.....	18
4.1.8 Bankruptcy or Dissolution of Partnership	18
4.1.9 Retirement	18
4.1.10 Others.....	19
5.0 Location of Business.....	21
5.1 Layout Plan.....	21
5.2 Advantages.....	22
6.0 Marketing Introduction.....	23
6.1 Objectives in Marketing Plan	24
6.1.1 Market Analysis.....	24
6.1.2 Product Description	24

6.2	Target Market	25
6.3	Market Strategies.....	25
6.3.1	Product Strategy	26
6.3.2	Place Strategy.....	26
6.3.3	Pricing Strategy	27
6.4.4	Promotion Strategy	28
6.5	Competition	30
6.6	Forecasting Sales.....	32
6.7	Marketing Budget	36
6.8	Market Share.....	37
6.8.1	Market share when the entry of the EsCreme Licious.....	37
7.1	Introduction to Operational Planning.....	38
7.2	Operation Objectives	38
7.3	Process Planning	39
7.3.1	Operation Flow Chart.....	39
9.3.2	Activity Chart for Dine in and Take Away	40
7.4	Production Planning.....	41
7.5	Location Plan.....	42
7.6	Operation Layout	43
7.7	Operating Hour	44
7.8	Operation Budget.....	45
7.8.1	Operation Overheads.....	45
7.9	Material and Machines Planning	46
7.9.1	Material Planning.....	46
7.9.2	Material Input Cost Per Month.....	47
7.9.4	Purchases Forecast For Raw Materials Per Month	59
7.10	Machine and Equipment Planning.....	60
7.10.1	List Of Electrical And Furniture Equipment.....	60
7.10.2	List Of Basic Equipment	61
7.11	Capacity Planning.....	62
7.11.1	Manpower Planning.....	62
7.12	Implementation Schedule.....	63
8.0	Introduction to Administration Plan	64
8.1	Organizational Chart	65

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Very thankful to God because of his blessing to us we were done completing our project paper ENT 300 with successfully.

Nowadays, entering a new area of prospective after graduates is important phase to be aware and learn. For the prospect of business, this project plan of business is hopefully can be one of the way for us to practice our ability and interest in other ways, also be a guideline to encourage us for becoming an educative business people.

Besides that, this business plan can be effectively used for those who like to create a new business or to be an entrepreneur. We cannot deny the risks that we had faced and many obstacles and problems in order to finish up this project. However, the efforts from each member, encouragement and supports from the other teams and our lecturer, Mr Firdaus Mohd, we are successfully able to complete this project. In addition, thank you to our family and friends which is directly or indirectly involved in completing this project.

Finally, we hope that this business plan proposal will be valuable as a guide and reference to them who want to do a business plan proposal for their own project in order to make their business works clearly, effectively in manner of establishment and process management.

Thank You.

Executive Summary

1.0 Introduction

The name of our company is EsCreme Licious and it is formed as a partnership company. We will sell our very own handmade ice-cream and related products that are suitable to be consumed together with our ice-creams. The target markets for our products are teenagers and kids.

Our business is located at Centre Point Shopping Mall in Kota Kinabalu. We chose this location because it matches with our target markets. Centre Point Shopping Mall is located in the centre of Kota Kinabalu city; it serves many communities and considered as a premier retail facility in the city. Almost everyday teenagers and families with kids come to hangout in Centre Point and this situation has been one of the main factor we choose this location.

We provide four unique flavours of ice-creams which are chocolate mixed with strawberry, red-bean, Horlicks mixed with Oreo and banana mixed with peanut butter. Based from our research, the competitors in this location mostly only sell vanilla flavoured ice-cream which has been one of the factors for us to produce these unique flavours of ice-creams. Our ice-creams will be sold in cups and buns.

All the partners together with the workers will be managing our business. Dayanku Fifie will be the CEO and Operation Manager, Nur Shafiqah will be handling the Marketing Manager position, Christiella Dahulim will be the Administration Manager while the Financial Manager position will be filled by Amar Shahwan. A worker will be hired in order to help us in producing the ice-creams.

According to the preliminary timetable, it is anticipated that our business will be operational for business in May 2015.