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PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

100% HOMEMADE S.KRIM

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GROUP NAME	: 4A2
GROUP MEMBERS	: 1. ADIBAH BINTI SUAL (2016587035) 2. JESSEY DOHIA (2016578127) 3. SITI NORHAWA BINTI ROSLI (2016523811)

Submitted to:

Sir Cyril Supain

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First of all, we are so grateful to Al-mighty Allah S.W.T as we are able to produce this business plan. We have encountered a variety of obstacles and difficulties in preparing this proposal.

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EXECUTIVE SUMMARY

Our business name is 100% Homemade S.krim. We are selling a product of ice cream that brings a warm environment to everyone. Since, there is a lot of people love to eat ice cream nowadays and the love of ice cream is very high, we will selling various flavor of homemade ice cream that will meet customer demands to make them to repeat their order again.

We will open a cafe and office company located in 88400, Jalan Kingfisher, Kota Kinabalu Sabah. We choose this location because the place is strategic and near with rent Apartment where there is many potential customers that live in the apartment and may come to our cafe.

Our mission statement of business is to provide our customers with great ice cream for a reasonable price and walk out with a smile on their faces. While our business vision is to become a popular business of all across the state of Sabah.

ENVIRONMENTAL INDUSTRY ANALYSIS

The environmental scan project analyses information of our business of 100% Homemade S.krim industry about the external forces that would affect the set up and operation of the ice cream café of our business in the external environment that are likely to affect the organization or influence the marketing plan. It is based on a local small business which is the homemade ice cream located at 88400, Jalan Kingfisher, Kota Kinabalu Sabah.

We focus on the six marketing environment factors: Demographic factors, Socio-culture factors, Competitive factors, Technological factors, Economic factors, and Regulatory factors. The purpose of this environmental scan is to analyse these marketing environmental factors, and could influence 100% Homeade S.krim of our business positively or negatively.

II. Company Description

100% Homemade S.krim is a small local ice-cream company was launched in 2017. A partnership as our business is Adieba Sual, Siti Norhawa Binti Rosli ,Mohd Adam Daniel Abdullah and Jessey created 100% Homemade S.krim with serious fun and human connections as top priorities. Our name represents the honesty and conviction. Our passion shines through the whole operation. The homemade ice cream we sell is made from local, milk, and cream. Some flagship flavors include flavor of Yam, mint, chocolate, durian, strawberry, vanilla , vanilla oreo and cappucino.

III. Environmental Scan, the Six External Forces

1. Demographic Force

- Ice cream desserts are made up of take-home ice cream.
- These products are widely consumed, with half the population eating ice cream regularly. Children 6-12 years of age have the highest uptake (62%), followed by adults over 75 years of age (58%). Otherwise, ice cream consumption is distributed fairly evenly across household income brackets, education levels, and gender.
- Households with children have higher rates of consumption (51%) than those without children (46%).
- The average ice cream consumer eats ice cream 1.6 times per week. Female ice cream consumers 65 years of age and older eat ice cream about twice per week.