



UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA KINABALU, SABAH

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
PROZEN CREAM

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1.0 ACKNOWLEDGEMENT

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By implementing our mind as an entrepreneur, we can see the opportunity in proposing this business in the future. With the knowledge that we have learned, we strongly believe that this business con go future. We hope that by doing this business forward to make this business become reality.

FROZ NTM
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1.1

INTRODUCTION

The history of ice-cream is firstly come out with only a ice then added with a little flavour, like orange, milk, and any simple flavour but since people is become a knowledge able. Then the ice is added with a cream flavour that is with soft cream. We believed that ice-cream enter into Malaysian is start when the British colony come and introduce the freezer to the Malaysian people. Since Malaysian is an Asian country with a warm environment. Ice-cream become familiar as a junk food. For our early observation there is a lot of people that love to eat ice cream.

First of all, our goal for choosing Ice-Cream as our business plan is, where all of us in the group member is love to eat ice-cream so much. Then we decide to improve the ice-cream quality in term of selling style. Because in order to ice-cream sometimes the right place is needed because it will become a beautiful, so that we want to open an ice cream buffy for everyone who love to eat ice-cream, whether eat alone, group members, friends or family. Our target market are more focus on kids, adult who love ice cream and foreign. Because of that we place of market place near the beach so that our customer can enjoy their ice-cream with a nice panorama.

In view of business there is no special things for ice cream, it is only a simple things where ice cream is marketability where we easy to sell it, and we are easy to get the supplier especially for the topping, and lastly ice cream is suitable for all aged.