



UNIVERSITI TEKNOLOGI MARA
SABAH

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP
BUSINESS PLAN

90's SNOWYZZ

PREPARED BY :

AVILENCIA PATRICKL	2015577647
ANNVIANEY FELTICITA JAULIS	2015125361
NUR AZAWIYAH BINTI SAMLIN	2015104331
ERNILLA JOWIL TER	2015592243

PREPARED FOR
MR. MOHAMMAD FIRDAULS BIN MOHAMAD

Table of content

	Content	Page
	Executive summary	
1.0	Introduction	3
2.0	Purpose	4
3.0	Company background	5
	3.1 Logo	6
4.0	Partners background	7-10
	4.1 Partnership agreement	11-14
5.0	Location of business	15
	5.1 Layout plan	16
	5.2 Advantages	17
6.0	Marketing plan	18
	6.1 Service description	18
	6.2 Target market	19-20
	6.3 Market Size	21
	6.4 Competition	22
	6.5 Market share	22
	6.6 Sales forecast	23-24
	6.7 Marketing strategy and budget	25-26
	6.8 Marketing budget	27-32
7.0	Operations plan	33
	7.1 Process planning	33
	7.2 Operations layout	34
	7.3 Production planning	35
	7.4 Material planning	36-39
	7.5 Machines and equipment planning	40
	7.6 Manpower planning	41-42
	7.7 Overheads requirement	42
	7.8 Location	43
	7.9 Business and operations hours	44
	7.10 licence, permits and regulations required	45
	7.11 Operation budget	45
	7.12 implementation schedule	46
8.0	Organization plan	47
	8.1 Organization mission and vision	47
	8.2 Organization chart	48
	8.3 Manpower planning	49
	8.3.1 Schedule of task and responsibilities	49-50
	8.3.2 Schedule of remuneration	51
	8.4 List of office equipment	52-53
9.0	Financial plan	55
	9.1 Project implementation cost and sources of financing	55
	9.2 Pro forma cash flow statement	56
	9.3 Pro forma income statement	57
	9.4 Pro forma balance sheet	58
	9.5 Financial analysis	59-61

Executive summary

1.0 Introduction

90's Snowyzz is a dessert kiosk that located at Anjung Perdana Teluk Likas which gives memorable taste to customer and provide satisfy food product for them. Plus, we also have provide affordable price for every types of dessert menu which can add up some topping on their "ais kepal" based on customer taste with price of RM7 only. Thus, we believe could attract customer in every range of age especially during dry season, school holiday and weekend.

Apart from that, our business location is strategic because people might stop by at Teluk Likas in order to get this kiosk. The transportation facility also easily to get where people less worries in order to reach at this cafe as now Grab Car becomes familiar from every range of age.

Meanwhile, the marketing strategy of 90's Snowyzz is one of the important element to the market organization service. 90's Snowyzz marketing strategy is our strength to provide our product to the customer in order for them to remember the oldies nostalgic childhood memory. Plus, we believe that we could serve excellent quality dessert for our customer because we are really competent about dessert hygiene and maintain delicious dessert with affordable price for our customer.

Moreover, 90's Snowyzz kiosk has its own Instagram account, Whatsapp and Facebook account that fill information such as menu, price, location, business hour, promotions and contact number. By doing this, it allows people to know in details about Bunkers cafe daily update.

Lastly, we hope that our partnership business would open many branches especially in Sabah itself. Plus, we also had plan to add many variety of menu instead of existing menu before. By doing this, at the same time can improve and add up our promotional marketing for local people and foreign people as well.

2.0 Purpose

This business plan is prepared to introduce the society about our product that have been process into more attracting and interesting product.

The business plan is also being designed so that 90's Snowyzz will get the financing it needs in order to start its business. A capital is crucial in order to start the business, so that the business can be run smoothly.

In our business plan, we did not borrow money from any branch of bank. We have decide that our business will be a partnership business. Our capital for starting our business is RM15,000. Since there are four shareholders in our business partnerships, we already agree to contribute RM3750 for each of us.

The financing will be used to purchase a start up assets like raw material, machine, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

6.0 Marketing Plan

6.1 Product description

6.1.1 Product

90's Snowyzz is a dessert that provides a unique features. It is a dessert which known as "ais kepal" that popular among Malaysian local people a long time ago. 90's Snowyzz is a very tasty dessert that can create a memorable for its consumers where they can recall back the memory of young people in 90's era. It is a simple dessert that everyone can consume it and also has affordable price.

6.1.2 Product descriptions

The following is an overview of our product:

- 1) Flavours
 - We offer a variety flavours such as Sumandak Durian, Jesselton Milo and Pingu Milk.
- 2) Topping
 - We provide three choices of topping which are fresh fruits, ice cream and nuts.
- 3) Packaging
 - A company logo will be stick upon the packaging.