



اَوَّلُ سَبِيحَةٍ تَكُونُ لَوْ كُنِيَ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM110 5A

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

FRUITLICIOUS ENTERPRISE

CHILLIN' ICE CREAM

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LETTER OF SUBMISSION

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22ND JANUARY 2021

Dr,

Submission of the Business Plan (ENT 300)

Referring to the matter above, **FRUITYLICIOUS ENTERPRISE – CHILLIN' ICE CREAM CAFÉ** would like to submit our business plan for your analysis, evaluation and references to fulfill the requirements as for subject Fundamental of Entrepreneurship (ENT300) needed as university requirements.

2. We hope that our business plan will satisfy your requirement for the ENT300 subject. We also pray that our business plan will give huge benefits to those who are interested in doing the same business venture.

Thank you.

Yours sincerely,

Batt

.....
NURUL BATRISYA BINTI ROSLI
Chief Executive Officer,
Fruitylicious Enterprise.

ACKNOWLEDGEMENT

The success and final outcome of this assignment require a lot of guidance and assistance from many people and Alhamdulillah, we extremely fortunate to have got this all along the completion of our assignment work. Whatever we have done is only due to such guidance and assistance thus we would not forget to thank them.

First and foremost, we are really grateful because we managed to complete this assignment within the time given by Dr Hasnizawati binti Hashim, our Entrepreneurship Lecturer, Universiti Teknologi Mara Kampus Raub. This assignment cannot be completed without the effort and cooperation from our group members. Group members' Nurul Batrisya, Wan Umami Qistina, Nurul Hanis, Nur Athirah, and Nur Arina Sofia that sacrifice their playtime and focus upon this assignment task sincerely and not fail to meet the expectation during this assignment making. All of our members always show off their interest in this assignment task to ensure that we can complete it within the time given without any obstacles. Even though there a lot problem than we expected, we are able to finish it beautifully and perfectly.

In carrying out our assignment, we humbly respect and thank Dr Hasnizawati binti Hashim for giving us opportunity to do this assignment on time, we extremely grateful to her for provide us such a nice support and guidance. Moreover, Dr Hasnizawati also show us a guideline in forms of power point on how to do this assignment in the form of contents, template, product inspection and many more. Without her attention to us, we think that we may not able to finish this assignment based solely on the instructions given. By the given time, Dr Hasnizawati also kind-hearted as she allows us to ask her any questions regarding this business plan with a fast response and no words could ever express on our gratitude towards her. To be honest, the completion of this task gives us a lot of pleasure and satisfaction. We would like to express our gratitude to Dr Hasnizawati binti Hashim, for giving us a good assignment guides.

We would also like to extend our deepest gratitude to all those who have helped us, directly and indirectly, to complete this task. Last but not least, we would like to express our gratitude to our friends for the support and willingness to spend some time with us.

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EXECUTIVE SUMMARY

This business is based on partnership typed of company where it consists of 5 members which hold important positions in the company such as Chief Executive Officer or CEO, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. For the business capital, it is amounted in about RM250,000 where the total contribution is made from each partner on RM50,000.

Coconut Ice Cream with Gula Melaka is the signature menu at our store other than several fruity bar soft ice cream with tagline 'Yum yum, so fruitylicious' is located at Bandar Hilir, the central city of Melaka with address of No.39, Jalan KSB 11, Taman Kota Syahbandar, 75200 Malacca, Malaysia.

Fruitylicious Enterprise is a company that focuses on cooling food production in Malaysia and ice cream is one of the highest demand food or dessert by Malaysian and people all over the world. It is really suitable to serve during sunny days especially during hot weather. The soft, fresh and cool texture with a very attractive packaging gives an opportunity Moreover, the simple steps and ingredients used give a lot of benefits to our company and we are highly confident that our market can be easily developed and spread all over the country.

To make it more interesting, we decided to make some innovation by implying our creativity and modern element in the delivery process of this ice cream. This is shown by there are the implementation of posting and delivery without have to freeze the ice cream and just send it in a liquid state condition but still manage to preserve the freshness of the soft fruity ice cream. It is to ensure that people who are busy also can taste the uniqueness of our ice cream without having to bring the cool box or any thermos just to preserve the condition of ice cream from melting.

With all the capitals accumulated, we are hoping and wishing to make Chillin' Ice Cream Café able to achieve outstanding demand from the consumer and our business is expected to commence on 2021 with the vision to be the main supplier of innovative soft ice cream worldwide. This will be achieved with the full cooperation and efforts among the partners to promote company for better condition.

We also will expect that our business will become more developed in the near future with the new innovation element in our ice cream as it is extraordinarily attractive. It is also in our hope that the demand will increase not only during any occasion but might be a new daily must eat dessert. This will give more advantages for us to make our product more profitable and stable in the long run, thus sustain for generations.