FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

SCOOP OF JOY

LA CRÈMÈ GLACÈÈ

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Science (AS120)
Faculty of Applied Science
Universiti Teknologi MARA Cawangan Pahang,
26400 Pahang.

18.01.2021

Madam Faizan binti Abd Gharar
Lecturer of Fundamentals of Entreprenuership (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Dear Madam,

Submission of the Business Plan (ENT 300)

Referring to mention above, **Scoop of Joy Enterprise-Premium Flavour Ice Cream** would like to submit our business plan as needed as university requirements.

Thank you,

Yours sincerely,

Mrynm

……..

MARYAM NADZIRAH BINTI ZAMRI

General Manager Scoop of Joy Enterprise

ACKNOWLEDGEMENT

First of all, we are most grateful to the Almighty Allah S.W.T for the completion of our business plan Scoop of Joy Enterprise is one of the assessments need to submit in the course work Fundamental of Entrepreneurship (ENT 300). But not to forget, Alhamdulillah to all the quality of the time and good health through all the completion the business plan.

We would like to express our deepest appreciation to all those provide the information and knowledge to us to complete this business plan. Next, a special gratitude to our lecturer which is Madam Faizan Binti Abd Jabar and her kindness and intelligent always helping and teaching us during the process of making the business plan with all video explain step by step also contribution in suggestions and encouragement. She has given us proper guide by variety of platforms like WhatsApp's, Google Meet and video upload in Google Drive to us for making the business plan in a right track and the reasonable idea to fit in the business plan. Without her, we could in stunned and inability to completion this plan at the time.

Through the ups and downs with the problem finally we manage to become more organize and realistic with dealing some problem that occur during our sharing the idea and rule of work. Our business plan completes all the parts as university require are organization, marketing, operation and financial. In addition, this business plan shows all the idea about the world of ice cream with eco-friendly and variety of flavour from our group. In nutshell, this business plan might inspire all the new entrepreneurs like ours as a guideline to start new business in ice-cream business.

Lastly, a special thanks to our classmate sharing some information regarding the project also those people who had involved and contributed directly or indirectly to this business plan we are really appreciate the kindness and guidance until we successfully completed this business plan. Moreover, we hope this business plan report give us more knowledge and some skills about entrepreneur to become a successful entrepreneur in one day.

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EXCUTIVE SUMMARY

Scope of Joy Enterprise is new company located at PT 10234, Taman Sri Medang 3, Kampung Tembila, 22200, Besut, Terengganu. Besut is a district in Terengganu and bordered by the state of Kelantan and very well knows as an attractive place especially in tourism cause of Perhentian Island one of the popular islands in Malaysia. Besides, there are many of institute of education which are developed by both the central and Terengganu state governments such as Universiti Sultan Zainal Abidin, Institute of Teacher's Education Sultan Mizan Campus, MARA Junior Science College (Kota Putra & Besut), Kolej Komuniti Besut etc. We believe this place most suitable to run our business because the growth and developing economic to targeting the customers comes with bonus the top local place to visit when come to Besut.

The company of Scope of Joy Enterprise offers premium flavour ice-cream products and service for customer at same time providing the variety of flavour to give satisfactions of consumer. Our client from middle class and upper class can afford this product because of affordable prices. In addition, we also targeting the customers in the office or quarantine or most of them busiest to find something tasty, sweet and cold by doing delivery service at the door step into the customer house. This company promise the customer the premium ice-flavour complete with side dish suitable for any occasions or event.