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MARA

FACULTY OF BUSINESS MANAGEMENT

**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY
BA1184K**

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**



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23 JULY 2021

LETTER OF SUBMISSION

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Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title "**SNOWTIME ICE DESSERT**" to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

Nur Asyikin Binti Hasman
General Manager

ACKNOWLEDGEMENT

We would like to show our gratitude to our UiTM management for allowing us to complete this assignment and for providing us with a guideline to follow. We are so grateful for participating in this business plan so that we can successfully manage our own marketing and to overcome obstacles that come ahead.

We felt obligated to UiTM because we were given this opportunity, and I'd want to thank all of my colleagues, classmates, family, and, most importantly, Snowtime ice dessert members who helped to plan for this café and cooperate so that we could finish this business plan assignment. The completion of this report would not have been possible without their help and encouragement at every stage of the process. Thank you so much to our friends and family for their unwavering support.

Lastly, I enjoyed every single moment to complete the task given and hopefully to get the best result in ENT300. A paper is not enough for us to express the support and guidance that we received throughout the time given to finish what we have begun.

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EXECUTIVE SUMMARY

Snowtime ice dessert is the name of our company. A business that sells sweet and sour soft serve ice cream. Because the weather in Malaysia is extremely hot, we decided to expand our ice dessert offerings from Ice Kacang to ice shaved with a variety of flavours that anyone can enjoy cooling their body. Sweet flavour ice shave is meant to attract youngsters and Malaysian citizens with a sweet tooth. When we contemplate how our competitors would perform, we realise that our concerns have increased by one, as we now need to focus on offering an amazing taste that will encourage newcomers to try our product and buy it again. We are also aware that numerous competitors are well-known for their shaved ice and have built multiple franchise locations. Furthermore, all Malaysians will enjoy our ice shaved since we tailor the taste to meet all types of taste flavours to ensure customer pleasure.

Our location at Jengka, Pahang, and we are in the process of expanding our business outside of Pahang by opening a cafe to serve our ice shave dessert. Jengka was chosen as our venue because it is home to a university. It is because we have noticed many potential customers, most of whom are university students. Moreover, the ice shave desserts that we are offer are inexpensive and our target clients mostly come from a wide range of backgrounds. One of the primary target audiences is students. Our ice shaved flavour is wonderful and will appeal to students and young people.

We only want the best, so we offer a high-quality dessert at an inexpensive price so that people of all ages can come and buy our shaved ice. We would also like to provide the greatest service possible to our customers that visit our café, so that they leave satisfied and eager to return. We also conducted a lot of marketing on social media sites like Facebook, our website, and Instagram. We expect that as a result of this, Snowtime Ice Dessert would become one of Malaysia's most well-known shaved ices.