



اَوْنِيُوْ سِيْتِي تِي كُوْلُوْ كِيْن مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)
BA118 4L**

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

TINAZADY'S ICE CREAM

PREPARED FOR:

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LETTER OF SUBMISSION

23 July 2021

Diploma in Banking (BM112)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

23 July 2021

Madam Adibah binti Hussin
Lecturer of Fundamentals of Entrepreneurship (ENT300)
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26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**THE TINAZADY ENTERPRISE – ICE CREAM**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
Nur Aziera Atasya binti Zolkhify
General Manager

ACKNOWLEDGEMENT

First and foremost, we want to convey our heartfelt gratitude to Allah S.W.T. and His Messengers, especially Prophet Muhammad S.A.W. The reason for this happening is because of his mercy, wisdom, and blessing in providing us with all of the resources we need to finish this "BUSINESS PLAN ASSIGNMENT" project. We have spent all of my time researching and learning more about business in order to do this work. During the course of completing this job, we spent all of my time searching for and learning more about business, combining all of my ideas, as well as justifying theoretical hints and significant points to drive the output, and it was well worth my time and effort, Insha-Allah.

As a result, we'd want to convey our heartfelt gratitude to the person who assisted us in developing this business plan. First and foremost, we would like to express our gratitude to Madam Adibah binti Hussin, our Fundamentals of Entrepreneurship speaker. Week by week, he had instructed us and our classmate on how to accomplish this assignment flawlessly.

Overall, we will be eternally grateful to our parents, who have always prayed for us, supported us, and constantly reminded us of the assignment, not only while completing it but also throughout our online studies. So, we're hoping that this assignment is flawless and that it will provide me with more inspiration and knowledge on how to start and operate a firm in the near future. Furthermore, we had put in our best effort and acknowledgement in locating facts and ideas for this work. As a result, we think our efforts were worthwhile, and we had a great time working on this assignment, not just for the grades, but also to learn more about business.

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EXECUTIVE SUMMARY

Tizanady's Ice Cream is about cafe which the main activity is selling and serving customers for ice cream from healthy ingredients which is fresh fruits vegetables and creamy flavour. Our business is located at Lot G45, Ground Floor, AEON Rawang Shopping Centre, No. 1 Persiaran Anggun, Taman Anggun, Kota Emerald, 48000, Rawang Selangor.

While there are numerous cafés and restaurants to choose from, Tizanady's will stand out for its attention to detail when it comes to our customers. Tizanady's will gently but steadily increase market share as a healthy lifestyle to all people, thanks to unheralded users' attention.

Furthermore, we are expected to compete successfully with our opponents in the coming years. This is due to the fact that people nowadays are more concerned about their health. Here, we'll make sure that everything innocent creates is 100 percent natural, delicious, and nutritionally net-positive, so that people are physically and mentally better off after using our products. To put it another way, we want to be a Trojan horse in society, cramming as many fruits and vegetables as possible into people's bodies in order to help them all live long and healthy lives.

We, Tizanady's, saw the potential for this firm to succeed if it is managed properly. Healthy foods have always been required in people's lives. This is because our bodies can easily become unwell if we don't eat healthy meals, and most people desire to live long and healthy lives.