



اَوْنِيُوْ سِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT (BA118)

BA1184A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME:

EISCREME STATION

PREPARED FOR:

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LETTER OF SUBMISSION

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DECEMBER 29, 2020

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Miss,

SUBMISSION OF THE BUSINESS PLAN (ENT 300)

Attach is the business plan title "**EISCREME STATION**" to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

MUHAMMAD LOKMAN BIN ABDUL HALIM	2019193905
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Thank you,

Yours sincerely,

.....
Muhammad Lokman Bin Abdul Halim
General Manager

Table of Contents

ACKNOWLEDGEMENT	5
EXECUTIVE SUMMARY	6
1. INTRODUCTION	7
1.1 Name of business	7
1.2 Nature of business	7
1.3 Location of The Business	7
1.4 Date of Business Commencement.....	7
1.5 Potential of growth	7
1.6 Factors in Selecting the Proposed Business	7
2. PURPOSE	8
2.1 To assess the growth potential of the project.....	8
2.2 To obtain financing or loans from reliable sources	8
2.3 To be shown as a guide in the proposed business management.....	8
2.4 To get reliable business resources.....	8
3. BUSINESS BACKGROUND	9
3.1 Vision and Mission	9
3.2 Organizational Chart	10
3.3 Logo and Motto	11
4. BACKGROUND OF PARTNERSHIPS	12
4.1 General Manager	12
4.2 Marketing Manager	13
4.3 Operation Manager	14
4.4 Administrative & Financial Manager	15
5. LOCATION OF BUSINESS	16
5.1 Physical Location of Business.....	16
5.2 Advantage of Location in Helping Business to Achieve Objectives	17
6. MARKETING PLAN	18
6.1 Introduction (Marketing Objectives).....	18
6.2 Description of Products	19
6.3 Target Market.....	20
6.4 Market Size	21
6.5 Competitors.....	22
6.6 Market Share.....	23
6.7 Sales Forecast	25

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Alhamdulillah and praise to Allah S.W.T. for let us in completing our Business Plan, which is the assessment we need to achieve for the ENT300 course.

Not to be missed, a special greeting to our parents who support us financially in completing this business plan and get support from our classmates to help by providing information to complete this Business Plan. In addition, we are blessed to have our lecturer. Ms. Nurhani Izzati Binti Mohd Hanifah, which motivates us to complete this Business Plan. Without her guidance, we would not be able to complete this assessment properly.

We managed to solve the problem, and this made us more mature and organized. This Business Plan teaches us many things we can accomplish in the future. Finally, these business plans include the organization, marketing, operations, administration, finance, or other information needed for an entrepreneur to start a business.

EXECUTIVE SUMMARY

The existence of this business comes from the help of five visionary and dedicated individuals consisting of General Manager, Operations Manager, Administration Manager, Marketing Manager and Finance Manager. The capital to start this business is in RM 41,690 and where RM 233,797 is the capital we generate from Maybank.

Our business provides a wide range of ice cream products from other ice cream shops. It turns out to be quality because it uses quality and fresh raw materials. Our priority is to achieve high sales in the target market with an emphasis on quality and customer needs. Also, the business of selling ice cream is not so high that we will not be left behind. This is also for customers who love ice cream and try it.

Other than that, we chose Melaka which is Plaza Mahkota for our location because it is a strategic place to start a business. The place is close to the city and shopping malls to attract many customers. And the place has plenty of parking lot and makes it easy for customers to park. This gives us the advantage of a unique style of attraction with a retro design that gives a difference.

We have investigated about this place and do not have much competition, but some also have the same business as us and this will be a challenge for us to grow the business. But it can also be a healthy competition to grow a business as well. However, we provide a variety of entertainment and facilities to encourage customers to come.

Therefore, we will fix every shortcoming of our business so that our business continues to grow. By adding or innovating our store, allowing old customers or new customers to come and explore our menu enjoy our different store designs. At the same time, we provide different vibes for the people of Melaka. This project gives us a long-term profit.