



اَوْنِيُوْ تِيْكَنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT (BA118)

BA1184B

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT 300

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Due Date:

15th January 2021

LETTER OF SUBMISSION

Diploma in Office Management (BA118)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

15th JANUARY 2021

Miss Nurhani Izzati Binti Mohd Hanifah
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Miss,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**NADD ENTERPRISE – SCRUMMY ICE CREAM**”
to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



Muhammad Aiman Bin Mohd Akhari @ Sabri
General Manager

ACKNOWLEDGEMENT

In playing out our task, we have the assistance and rules from some regarded people, who merit our most noteworthy appreciation. The fruition of this task gives us much joy. We might want to show our appreciation to our adored Miss Nurhani Izzati Binti Mohd Hanifah who acquainted us with the Fundamental of Entrepreneurship (ENT300) and have straightforwardly and in a roundabout way guided us recorded as a hard copy this strategy and for giving us a decent input for our task.

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EXECUTIVE SUMMARY

The business is based on our partnership where it consists of four members who hold important positions in the company for instance General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The partners have undoubtedly qualification, experience and expertise according to their position. Our location of the company is in Butterworth, Penang. The location is strategic in light of the fact that the location we chose is near houses, schools and offices. Our product which is ice cream is made from fresh fruit that contains a lot of vitamins, no sugar and colour added. Our mission are we will create and market products led by innovation; expand customer base; deliver consistent quality through teamwork. To provide our customers with the enjoyment and ultimate ice cream experience and last but not least. To inspire healthier communities by connection people to real food.

Furthermore, our market size is the number of the individuals in a certain market who are potential buyers. Our business target is 6% of the total population from Butterworth, Penang which is 1,774,600. The number of product purchases for each customer that we estimate is twice per person which is RM5 per unit which makes our total market size s RM 1,075,910 per month.