



اَوْنِيُوْ تِيْكَوْلُوْ كِيْن مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT & TECHNOLOGY (BA118)
BA1184C

FUNDAMENTALS OF ENTREPRENUERSHIP
ENT 300

BUSINESS NAME:

S.O.S DESSERT

PRODUCT NAME:

SMOOTHIE ICE CREAM

PREPARED OR:

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LETTER OF SUBMISSION

Diploma in Office Management & Technology (BA118)
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Miss,

Submission of the Business Plan (ENT 300)

Attach is the business plan title **“S.O.S DESSERT – SMOOTHIE ICE CREAM”** to fulfil the requirements as needed as university requirements.

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

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Thank you.

Yours sincerely,

MUNIRAH BT MOHD YUSOFF
General Manager

ACKNOWLEDGEMENT

To a great degree we are very grateful to the Almighty God, Allah S.W.T for giving us the chance to complete our assignment successfully as everything went well during the process of completing this project.

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EXECUTIVE SUMMARY

Thank you to the five (5) passionate managers which are General Manager, Operational Manager, Administrative Manager, Marketing Manager and Financial Manager this business finally starts in the industries. This business managed to start with the sufficient fund that we collect from each partner and local authorities.

Our research has found that in order to provide the best quality of product is that we have to make sure that we take care of our most important matter in our business which is our target market. Our business targeted people who love to eat ice cream in Jalan Burma George Town, Pulau Pinang, this includes adults and even kids. Then, we have to make sure than our daily product is fresh from the store and in a good condition before we serve it to our customer.

The strategic location that we chose to open our business is Jalan Burma George Town, Pulau Pinang. We chose this location because it is strategic and there are a lot of people who lives in this area. Our premises is decorated according to our concept and we provide enough space and tables for our customer.

Not only that, in the same location as our store, we find some of our competitors who sell the same product which is ice cream. We see this as a change for us to gather our motivation and compete in a healthy way with our competitors.

Finally, our hope is that we want to be among the top local ice cream shop in Malaysia especially in Penang. We want our business and product to grow bigger in the future and we finally can achieve our daily target and achievement. We also want our customer to grow and more people will come to our shop and recognize us by our business name and quality product.