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Alhamdulillah, and grateful to ALLAH because we have finished our business planning report with offers all the hard work.

To prepare this business plan, we faced to much challenge. Regarding our business plan, we also refer to the previous business plan report as a references or example, so that our business plan can be done.

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SALINAN FOTO TIDAK DIBENARKAN

# *Ciambella Gellato*

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## 1.0 INTRODUCTION

Malaysia nowadays has become a fast growing emerging market in South East Asia, the economic growth is very important to support the development of the country. Entrepreneurship has the key of the development of the country, because of this needs, we decided to get into the food and beverage industry as our choice of business. In detail, the business of doughnut with ice-cream. The business of doughnut and ice-cream has become famous all around the globe. Among the well known companies which involve in this industry are like Dunkin Donuts, Jco Donuts, Baskin Robbins and Ben & Jerry's ice cream. From the reputation of these companies, it shows that this industry can be accepted by all society. In Malaysia, more Malaysians are consuming more doughnuts and ice-cream by day to day. It can be prove through the coming of international doughnuts and ice-cream brands such like Krispy Kreme, Dunkin Donuts and Baskin Robbins. It also can be prove through the existence of popular local brands such like Big Apple and Wall's. From the proofs, the market of doughnut and ice-cream is getting more attention from top to local companies. Here in Sabah, we see this market is still new where doughnut and ice-cream brands are limited but can make a lot of profit. Big Apple has branches here and getting lots of customers by time to time. Vedablu is another newborn company existed in Sabah and it's business started to grow nicely. From this, we want to take this opportunity to become the first special brand that mix doughnut and ice-cream together and existed in Sabah. This will become a new sensation to the people.

## 1.1 BUSINESS PLAN PURPOSE

This business plan is prepared by Ciambella Gellato for the purpose of :

- ❖ As the fulfillment of ETR 300 subject
- ❖ As a guideline and resources for those who are interested to open a food and beverage business.
- ❖ As a guideline to establish a business, especially to distinguish the functions of the financial department, administration department, operating department and marketing department.
- ❖ To encourage bumiputera in doing business and what risk that they will face.