



**DEPARTMENT OF ESTATE MANAGEMENT
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING,
UNIVERSITI TEKNOLOGI MARA PERAK**

INDIVIDUAL ASSIGNMENT FOLDER

Course Code : ENT300 (AAP1154F)

Course Name : ENTREPRENEURSHIP

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Title: Business plan	
Name of company: YUMMY ICECREAM	
Due Date of Assignment: 10 July 2020	Submission Date: 10 July 2020

DECLARATION:

I declare there is no part of this assignment has been copied from other person's work except where due acknowledgment is made in the text, and no part of this assignment has been written for me by any other person except where such collaboration has been authorized by the lecturer concerned.

Date: 10 July 2020

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EXECUTIVE SUMMARY

YUMMY ICECREAM shop is going to become a regular necessity for lovers of ice cream. It is also a spot where we will provide a friendly, environment in which clients can enjoy high-quality dessert and service at a reasonable price. We will also offer a variety of ice cream choices. What makes our shop stand out is the hot chocolate we've provided. Customers can release with ice cream to escape all the stress. For customers who came with their children, we are providing a mini playground for their children to play.

The kind of customer that we can sell our product or our product target are those families with children, teenagers, and adults who love to eat this frozen dessert. As an ice cream shop, we're most likely to cater to a sizeable teenage market. Teenage girls tend to opt for healthier products such as low-fat ice cream. Teen girls, on the other hand, are also likely to choose premium ice cream as a comfort food after a breakup or even a tough day at school. Teenage boys consistently choose premium ice cream products, regardless of their circumstances. Adults tend to remain true to their favorite ice cream products. If a child loves this frozen dessert, he or she will most likely still love ice cream as an adult.

YUMMY ICECREAM will be operated as a Sole Proprietorship. Overall management will be the responsibility of the owner. There will be General Manager, Finance Manager and Operation Manager. Under operation will be server, cashier, pantry worker, waiter and wash disher.

For administrative or organizational expenditure will be cost around RM40,328 while marketing plan will be around RM4,800. In operation budget, including machines, equipment, raw materials and overhead expenses, we need RM15,963 excluding the sponsors to survive the business operation. Our profit will be estimated at RM339,000 in 2018. While our profitability in 2019 and 2020 is estimated to be RM351,200 and RM355,050.

1.0 BUSINESS DESCRIPTION

YUMMY ICECREAM was founded in 2018 and is the perfect place to hang out with your loved ones and hang out with friends with delicious ice cream and a cup of hot chocolate and the shop is located in Ipoh city. It is also the best place for chatter sessions and group discussions.

There are several factors in the selection of the proposed business. First, Ipoh has been named a Social Business City and it's also the best place to hunter food. Thus, it's the ideal location for strategically rising industry. In addition, we offer a variety of ice creams and a cup of hot chocolate with delicious flavor and consistently top quality. The next one is, we have a different and unique concept of cafe. We also set up a playground for children to play. So, parents who come along with their kids can play the services we provide.

1.1 Background Company

Name of the Organization	YUMMY ICECREAM
Business Address	No. E-G-2, Menara SSI, Soho Ipoh 2, Jalan Sultan Idris Shah, Ipoh, 30000 Ipoh, Negeri Perak
Website	yummyicecream.com.my
E-mail	yummyicecream@gmail.com
Telephone Number	+06-4536746
Form of Business	Sole Proprietorship
Main Activity	Ice cream shop
Date of Commencement	April 2018
Date of Registration	December 2017
Name of Bank	SME Bank
Bank Account Number	145654298767