



اوتنور سببتي تيكنولوگي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF CIVIL ENGINEERING**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**  
**(ENT 300)**

**ABC CORNER**

**SUBMIT TO :**

**MISS PHILOMINA FRANCIS**

**PREPARED BY :**

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**SUBMISSION DATE :**

**29<sup>th</sup> SEPTEMBER 2015**

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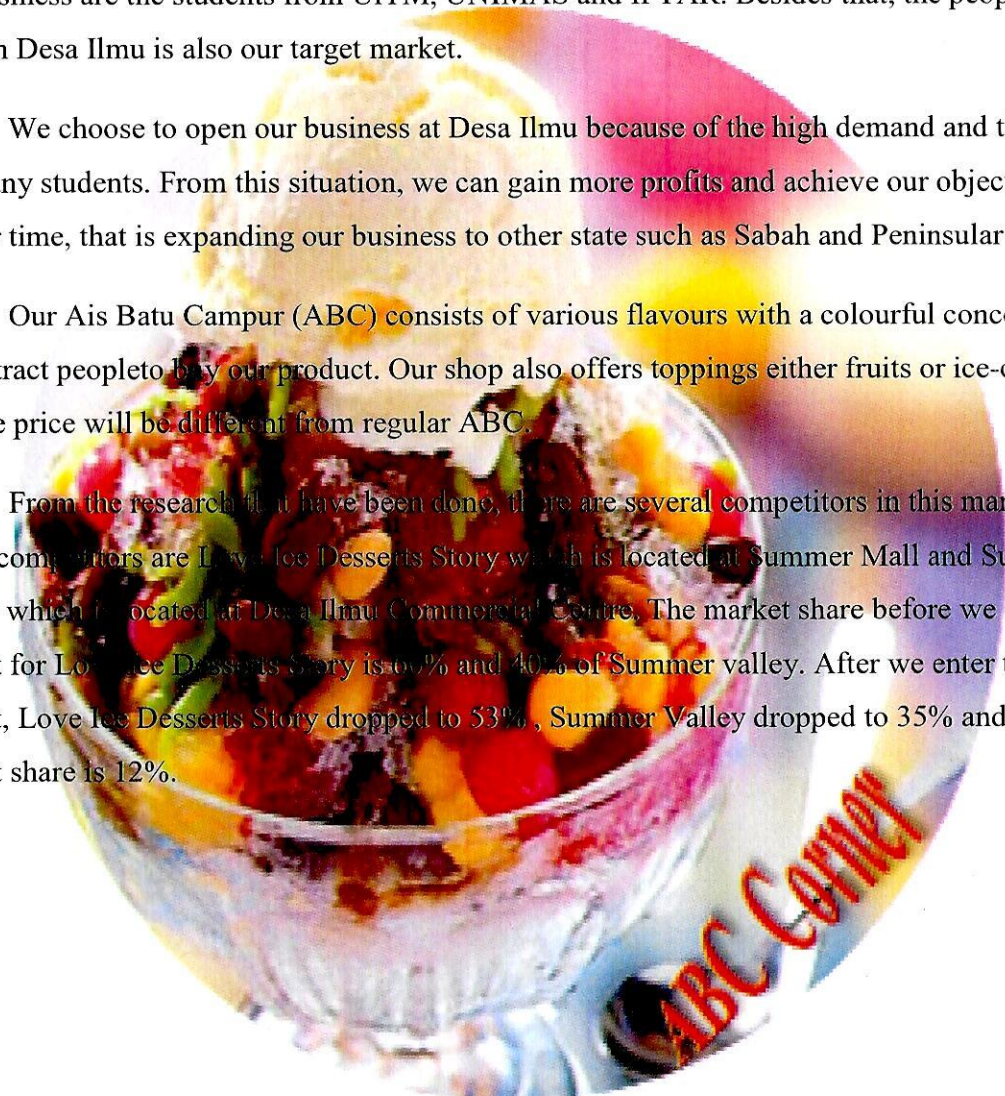
## 1.2 EXECUTIVE SUMMARY

ABC Corner is located at Desa Ilmu New Shoplots, in front of KFC restaurant. We choose that location because we want to attract the people nearby to come over our shop. Our target for this business are the students from UiTM, UNIMAS and IPTAR. Besides that, the people who lived in Desa Ilmu is also our target market.

We choose to open our business at Desa Ilmu because of the high demand and the region has many students. From this situation, we can gain more profits and achieve our objective in a shorter time, that is expanding our business to other state such as Sabah and Peninsular Malaysia.

Our Ais Batu Campur (ABC) consists of various flavours with a colourful concept which will attract people to buy our product. Our shop also offers toppings either fruits or ice-creams and the price will be different from regular ABC.

From the research that have been done, there are several competitors in this market. The prime competitors are Love Ice Desserts Story which is located at Summer Mall and Summer Valley which is located at Desa Ilmu Commercial Centre. The market share before we enter the market for Love Ice Desserts Story is 60% and 40% of Summer valley. After we enter the market, Love Ice Desserts Story dropped to 53% , Summer Valley dropped to 35% and our market share is 12%.



### 1.3 SUBMISSION LETTER

ENT300 Students,  
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12<sup>th</sup> September 2015

Miss,

### **SUBMISSION OF BUSINESS PLAN**

As a representative of our company, I would like to submit our business plan for your valuation and further action. We want to express our gratitude to have such a nice and kind-hearted lecturer who has supported us all the way from the beginning until the end. In spite of that, all the advice and wise words that you have said are very meaningful and much appreciated. You also help us in terms of achieving the goals and completing the mission with ease.

2. During the task, we have gained lot of experience and clear views on how does the actual business being operated from the initial of the business and how does the business continuously expanding from a small company to a bigger company. With various kind of experiences, we will handle and face the problems without anxiety or we will deal with the problems easily in the future. Besides, with this basic of knowledge, it will help to reduce the unemployment rates among the graduates because they can start up a good business when they have this kind of experiences.

3. We also have the chance to get to know all the characteristics on how to be an entrepreneurship from this subject, Fundamental of Entrepreneurship. In addition, we have been given a chance to experience the situations on how to be a real entrepreneur. There are several characteristics of entrepreneur such as initiative, systematic planning, self-confidence and efficiency orientation that we have been built up in ourselves. Moreover, all of the characteristics are very important in order to have a good company besides to achieve the goals of the company.

4. We want to thank you for giving us the attentions, wise words, advice, information and guidance that are very beneficial to us. All our good work awards your sincere efforts. Besides that, all information that you gave to us were never insufficient for us to do our task. We hope that you will value and take further action for our business plan favourably.

Thank you.