



اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
DIPLOMA IN BUILDING (AP116)**

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**

COMPANY'S NAME

THE HOUSE OF ICE POP



THE HOUSE OF ICE POP

How COOL Is That?

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ACKNOWLEDGEMENT

Firstly, Alhamdulillah praises Allah SWT for allowing me to complete my business plan. I welcome this mission as my challenge, as it will strengthen my enthusiasm and show my capacity to do so. It also helps me to become more responsible, diligent and build a supportive atmosphere for business partners to work together.

Hopefully, this business plan project will be one of the ways for me to develop my skills and carry out my passion in various ways for the future of the business because it can be a roadmap to promote my efforts to become a more educated and productive business people.

Secondly, my thanks go to our beloved lecturer, Madam Zakiah Bt. Mohamed for giving me moral support and being so supportive to guide me until I finish this business plan and be so nice toward me. Thirdly, I want to thank my parents for always being supportive and for having been very helpful in different ways. I would also like to thank my classmates from AP116 4C for all the cooperation that has been offered, to share ideas and all the advice they have provided me that leads to a better friendship not to be forgotten, to express my gratitude to my siblings for being very helpful, caring and supportive in all that I have accomplished.

TABLE OF CONTENTS

	PAGE
EXECUTIVE SUMMARY	i
1.0 BUSINESS DESCRIPTION	1
1.1 Name of Company	
1.2 Factors in Selecting the Proposed Business	
2.0 COMPANY BACKGROUND	1
3.0 COMPANY LOGO/MOTTO	2 - 4
3.1 Logo Description/Motto	
3.2 Vision	
3.3 Mission	
3.4 Owner Description	
3.5 Product/Service Description	
4.0 ORGANIZATIONAL/ADMINISTRATIVE PLAN	4 - 6
5.0 MARKETING PLAN	6 - 8
6.0 OPERATION PLAN	8 - 9
7.0 FINANCIAL PLAN	9 - 10
CONCLUSION	11
REFERENCES	12
APPENDICES	13-18

EXECUTIVE SUMMARY

As an introduction to my business plan, I decided to give my business name as The House of Ice Pop Enterprise which represents my nature business, providing various healthy, and delicious ice pop. The purpose of selecting this business is to gain profits and expand my business by showing the uniqueness of the ice pop that uses healthy ingredients.

My business activity is located at Lot No 12, Metro Town, Jalan Bunga Ulam Raja, 88200 Kota Kinabalu. Metro Town is a strategic place to open my café because it is near to the primary school and secondary school. I am trying to attract my market target by providing a varied mix of fruits and flavors and our customers can choose their taste. For my business, I am using several market segments to get a smaller target market based on identifiable common traits.

An ice pop is water or milk-based frozen snack on a stick. Unlike ice cream or sorbet, which are whipped while freezing to prevent ice crystal formation, an ice pop is "quiescently" frozen, frozen while at rest, and becomes a solid block of ice. The stick is used as a handle to hold it. I came up with an idea to sell a healthy homemade ice pop because it is easy to make. Next, my product is very different from others it is because my product serves with high quality in services and materials such as using the fresh fruits and other organic ingredients in producing the products compare to other product that only uses food coloring and the ingredients of the products is not good for health.

Other than that, I enjoy doing something healthy and amazing and it can also be profitable. This product is in great demand amongst society. I want to create a variety of tastes such as mango ice pop, strawberry ice pop, blueberry yogurt ice pop, and more. This product will attract more people to try and buy the product because in Kota Kinabalu Sabah it hard to get a snack that is delicious and healthy.

3.4 Owner Description



Name of Owner	Puteri Nur Ezzatul Ain Bt. Datu Radin Panji
Identity Card Numbers	000604-12-0450
Permanent Address	No6, Lrg Cerah 3, Taman Cerah, Menggatal 88450 Kota Kinabalu, Sabah
Correspondence Address	No6, Lrg Cerah 3, Taman Cerah, Menggatal 88450 Kota Kinabalu, Sabah
E- Mail	putryaynn90@gmail.com
Telephone Number/Fax Number	0169537846
Date of Birth	4 June 2000
Marital Status	Single
Academic Qualification	Diploma
Course Attended	Diploma in Building
Skills	Good communication skills and good in baking
Experiences	Waitress at Traditional Food Restaurant
Present Occupation	Manager
Previous Business Experience	none

3.5 Product/Service Description

The House of Ice Pop café suitable for all ages. Ice Pop made with nutritious recipes, quality ingredients, and rich with vitamins. Each of the flavor of ice pop will be offered with freshest and healthiest ingredients such as fruits like strawberry, blueberry, and such – giving customers enjoy every bite as well as concern about their healthy snacks. There are more than 20 flavors in the range with high fiber, and low-fat varieties