



UNIVERSITI TEKNOLOGI MARA SARAWAK
FACULTY OF INFORMATION MANAGEMENT

Diploma in Information Management

(IM 110)

Ice RainbowLand

by:

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DATE SUBMISSION

27TH SEPTEMBER 2012

PREPARED FOR:

MADAM JASMINE VIVIENNE ANDREW

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Submission Letter

ENT 300 Students,
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SARAWAK.

15th September 2012.

Madam,

RE: SUBMISSION OF BUSINESS PLAN

Based on above statement, I am General Manager of our company ICE RAINBOWLAND and also the representative for fellow team members would like to submit our Business Plan to you for your reviewing.

2. Preparing the business plan is fulfilled Fundamental of Entrepreneurship (ENT 300) and to expose students about business world in globalization era. The student can get much benefit from various perspectives such as organizational behavior, business management and strategic management.

3. We have to finish this business plan based on the due that has been made. We would like to thank for all support and teach during the progress to prepare this business plan as requirements subjects in our courses.

EXECUTIVE SUMMARY

The name of our company is Ice Rainbowland. The business is in form of enterprise which consists of five members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is to provide a better place for people to relax and chill out. We also operate the business with different ice-cream flavor menus besides of fried ice-cream itself and beverages and at the same time our customers also able to surf internet. Our concept is suitable and accurate with the Malaysia's weather which warm and rainy day. Our business operation is at 10 a.m to 10 p.m from Monday to Sunday.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Suzanne Anak Jana is the General Manager and assist by the other managers. The Administration Manager is Margaret Tessa Binti Sunek. The Marketing Manager is Irene Tolsin. The Operational Manager is Keem Huge Anak Diser. Lastly, the Financial Manager is Flora Peter. The selection of General Manager is based on consensus among all partners and selected based on the experience, skills and ability.

The management team will be led by the General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervised and coordinated the operation of the business. The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Last but not least, the Financial Manager will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

1.0 INTRODUCTION

According to the book, Fundamental of Entrepreneurship (2006), Business plan can be defined as a written document that serves as a blueprint and guide for a proposed business project that one intends to undertake. A business plan consists of data and information that has been collected among partnerships. The same goes with our business. We are planning to open the Ice-cream Shop namely "**Ice RainbowLand**". Ice RainbowLand is a business which idea is come from five of us that have a dream to open a shop where people can feel calmness environment. Besides that, people who come to our shop can also release their stress from their home or work place.

In order to make sure the information that have been collected are accurate, each of partnerships need to know the basic forms and sources of relevant information.

To make our business become successful, we do an observation and survey regarding the location and the target market in that area.

