



اَوْنَبُوْرَسِيْتِي تِيْكُوْلُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA SARAWAK

(KOTA SAMARAHAN)

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

ICE FEMAPS SDN. BHD.

PREPARED BY:

FENNIEW KLINSMANN ANAK LEMAN	2013931587
MARRY PUSPA ANAK LUJU	2013953089
FATHEEN AINNUR SHARMILLA BINTI ROSLAN	2013740419
NUR SHARINA ABANG SHARIF	2013949759
SITI NORAMISAH BINTI JAFARDI	2013719913
AZIRA BINTI SANYUT	2013717375

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BM118)

30 SEPTEMBER 2015

PREPARED FOR:

MISS CHANG YIN CHENG

ICE FEMAPS

The Summer Shopping Mall Kota Samarahan, Level 1.

Jalan Datuk Mohammad Musa, 94300 Kota Samarahan, Sarawak, Malaysia

Miss Chang Yin Cheng

Lecturer Of ENT 300 (Entrepreneurship)

Universiti Teknologi Mara, Kampus Samarahan,

Jalan Meranek,

94300 Kota Samarahan,

Sarawak.
2015

21 SEPTEMBER

Dear Miss,

RE : SUBMISSION OF OUR BUSINESS PLAN

We refer to the above matter.

We are pleased to enclose herewith our Business Plan for your kind consideration.

As such, we hoped that our Business Plan would meet with your kind approval, and we hope to learn through this experience and further improve on our entrepreneurship skills.

Your time and support is highly appreciated.

Thank you.

Your faithfully

for Ice Femaps

FENNIEW KLINSMANN ANAK LEMAN

EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Kota Samarahan, our group decided to specify our business in selling our services. Our group has come up with the business plan of partnership whereby the organization's name will be known as ICE FEMAPS.

In trying to establish this business plan, all aspects including the four major of business establishment such as administration, marketing, operation and finance are seriously taken into consideration.

The marketing and operation plan are carefully handled in order to obtain maximum profit. It is important as these are the factors that determine the percentage of profit and allocation of market share in selling services which eventually affects both operations and marketing. Besides that, they also show the organization's strategies of promotion and the operation process. Further details will be shown in the marketing and operation plan.

The finance will tell us about the organization capital, trading profit and their balance sheet as well as the organization's cash flow. Besides that, it shows the organization profit and loss account. Hopefully, this guideline will help the Business Plan to be accepted.

TABLE OF CONTENT

NUMBER		CONTENT	PAGE
		Table of Content	
		Partnership Agreement	1
		Executive Summary	6
1.0	BUSINESS PLAN		
	1.1	Introduction	7
	1.1.1	Name of the Business	8
	1.1.2	Nature of the Business	9
	1.1.3	Location of the Business	10
	1.1.4	Date of Business Commencement	13
	1.1.5	Factors in Selecting the Proposed Business	13
	1.1.6	Future Prospect of the Business	14
	1.2	Vision and Mission	15
	1.3	Business Objective	15
	1.4	Business Goal	16
	1.5	Purposed of Business Plan	16
	1.6	Business Logo and Motto	17
	1.7	Background of Shareholders	19

INTRODUCTION

ICE FEMAPS is a business that provides the cold desserts to the customer. We want to create the extra ordinary from the others to the customers. Our company specialize in producing *Ais Batu Campur* which is a type of cold dessert. There are different flavours to choose from such as pandan, rose, cherry, strawberry, *gula apong*, and sarsi. Furthermore, there are also varieties of toppings, and colour flakes.

The business will be established in the form of a partnership business whereby all members of the partnership contribute an equal amount of capital to the business. This firm is founded by six individual who each will be the shareholders of the firm.

We had decided to form a partnership business because we believe that we can work together as a team in providing a good quality cold dessert to the public in order to earn profit.

