



UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

PINGU ICELAND

PREPARED BY:

NOOR FAZLENA MAULAD RUSIHAN	2009947415
NABILA FARHANA SUHANDI	2009588239
SAFFIZZA JASNI	2009553331
SITI SURIATI BT ISMAIL	2009158281

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KEPADA SESIAPA YANG BERKENAAN

<u>BIL.</u>	<u>NO. PELAJAR</u>	<u>NAMA PELAJAR</u>
1.	2009947415	NOOR FAZLENA MAULAD RUSIHAN
2.	2009588239	NABILA FARHANA BT SUHANDI
3.	2009553331	SAFFIZZA BT JASNI
4.	2009158281	SITI SURIATI BT ISMAIL

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program Diploma Seni Reka Grafik Dan Media Digital untuk membuat satu kertas projek bagi kursus ENT300.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, Cik Siti Farah Binti Lajim sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

"BERSATU BERUSAHA BERBAKTI"

Sekian.

Yang benar


ATIKAWATI BT AHMAD RAZALI
Penolong Pendaftar
Bahagian Hal Ehwal Akademik
bp Rektor

Pemenang
Anugerah Kualiti
Ketua Pengarah
MAMPU 2006

Pemenang
Anugerah Kualiti
Perkhidmatan Awam
Negeri Sarawak 2006

Pemenang
Anugerah Kualiti
UiTM 2006
Anugerah Gemilang

Pengiktirafan
Pengamal
Kualiti
(AKKMS 2008)

Tempat Pertama
Anugerah ICT
Setiausaha
Persekutuan
Sarawak 2009



INTRODUCTION TO BUSINESS

We have been chosen dessert outlet as our business. This partnership involves four people which are experience in business and management. The idea to introduce this business come location and small research in Kota Samarahan near UiTM campus.

NAME OF COMPANY

The name of our company is "Pingu Iceland". The word of "Pingu" is originated from penguin. We choose this name because it is interesting and can attract people, especially kids whose love to eat something sweet. Also it is suitable for family.

NATURE OF BUSINESS

"Pingu Iceland" is a house of dessert. There are "AisKacang Special", pudding, jelly, ice-cream, cendol, cakes, honeydew sago and many more. Our company also provides services like chilling section and live band. We emphasize the Alaska concept which reflects of cold environment in the "Pingu Iceland". In nowadays environment, each one of people demands for something new and fresh. Besides, we charged our customer with affordable price.

DATE OF THE BUSINESS COMMENCEMENT

After coming to an agreement, 14th February 2012 is the date of our grand opening for our business. After complete discussion, we achieve an agreement and decide to started our business after assessof all aspect.

FACTORS IN SELECTING THE PROPOSED BUSINESS

We decided to open Pingu Iceland or house of dessert because of the demand and the need of the target customers. Moreover, we will be the model of this kind of business as the target area since no similar business opened here. Thus, by selecting to open in Kota Samarahan division, we believe our business has potency to gain profits because there are less premise that operating this kind of business in Kota Samarahan.



FUTURE PROSPECTS OF THE BUSINESS

In nowadays environment which is somehow stressful especially for students and workers, we believe this category of people needs some leisure time and relaxing moment. Our house of dessert can provide all the needs of our customer continuing in the future. Besides, we also will provide the best quality ever and the best price just for our lovely customer. We also plan to expand our business throughout the Sarawak. If there is more demand, we will glad to expand it across Malaysia too.



PURPOSE OF BUSINESS PLAN

The business plan is prepared for the purpose obtaining capital loan from SME Bank for the amount of RM 40 000. This business plan is used as a guideline for managing the purposed business venture.

a) Gather Information

- Finding information about their business industry and competitive companies. For example, always take a look at other businesses similar to Pingu Iceland, as a very good first step.

b) Mission and goals

- There may be objectives, strategies, executions and tactics all used to achieve the mission.

c) Devise Strategies

- The purpose is to avoid business failure and achieve success by look into future SWOTs for strategies and exploring the existing business strategy with developing strategic planning.

d) Implement Plan

- A well-defined operational or business implementation plan should consider the following aspects. How your company will achieve its strategic plan.

e) Monitor Performance

- Successful business management requires the ongoing monitoring of performance in order to generate data by which to judge the success or otherwise of specific strategies. Improvement in performance can only be realistically achieved when management is properly informed about current performance.