



UNIVERSITI  
TEKNOLOGI  
MARA

ENT300

BUSINESS PLAN



IglooCious Shake

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**Cover later**

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**MISS SITI NORDIYANA BINTI ISAHAK**

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Miss,

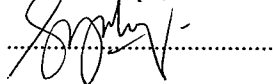
**SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)**

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT300 subject.

2. This business plan is focus on selling beverage in term of ice blended which is consist of different types of flavor and the uniqueness of our ice blended is the topping itself. We had put our best commitment to complete this business plan proposal with help from our lecturer, Miss Siti Nordiyana Binti Ishak and guide from ENT300 subject syllabus. This business plan constructed to serve as blueprint and guide for a purposed business venture with covers administrator, marketing, operational and financial aspects.

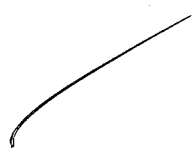
3. We hope that this business plan will success according to what we have planned. Any mistakes or lacking in any area fully falls on us. We appreciate any comments on our project in order to improve ourselves as well. Thank you.

Yours sincerely,



(Nur Syahizah Bt Mohd Faudzai)

General Manager of IgLooCious Shake



## **Acknowledgement**

In the name of Allah, the Most Gracious and the Most Merciful Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this project report. This project report was prepared for subject Entrepreneurship Study (ENT300), Universiti Teknologi Mara (Uitm). We are the group partner are accepting this as challenge to ourselves because it shows our passion and ability in doing this.

Special appreciation goes to our lecturer Miss Siti Nordiyana Binti Ishak as our lecturer that giving us supervision and constant support. Her invaluable help of constructive comments, opinion and advices throughout the project works have contributed to the success of this project. We take this opportunity to express our gratitude to the people who have been instrumental in the successful completion of this project.

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## EXECUTIVE SUMMARY

Our business name is IgLooCious Shake. IgLoo is stands for cool due to the igloo itself placed. Meanwhile, Cious is comes from the word delicious itself and the definition of Shake is stand for the final product of this ice blended.

Our business produce a beverage in term of ice blended which is consists of different types of flavor and the uniqueness of ice blended is the topping itself.

The location, where our product will be selling which is the place that famous with foods and an island for tourist who are mostly from Singapore, other different places and also local residents. Our target market is mostly on average at 13 to 28 years old. This is because at this average ages are more attractive to buy our drinks. Other than that, the price that we are offered for those people is according to this population.