



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
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ICE CREAM FRUIT CUP

ENT300 BUSINESS PLAN

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## EXECUTIVE SUMMARY

Ice cream fruit cup is one of our main activities which we adapt from usual existed ice cream cup by the other seller. The advantages of set up this business is create job opportunity to the public especially during this deficit economic. Besides, people will tend to choose healthy food such as dessert since we are producer of finish goods in making ice cream that mix with fresh fruit that contain vitamin also absolutely can consume by everyone in overall. Our target market is 10% out of the population of Kota Samarahan people which can be anyone from 2 years and above which is kids and adult as our target customer. The reason is we assure that our ice cream fruit cup product will attract kids because ice cream known by the sweetness itself. Furthermore, ice cream fruit cup can release the thirsty after done be working or having a class for the whole day. One of our marketing strategies in order to attract the customer is, through promotions. For example, share on the media such as Instagram, facebook and twitter. Other examples, through electronics devices such as radio. Other than that, we have choose place located in Kota Samarahan which is Aiman Mall as place distribution to be part of our strategies since there not too high competition based on our observation. Our competition for advantages aspect is our product is healthy product since we mix up the ice cream with the fresh fruit that contains of vitamin and we assure the adult such as people in the middle of age will prefer for this besides the kids. Based on our financial analysis, we assure that Ice Cream Fruit Cup performance will increase in the next three year. All the member of partnerships that become of top management in Ice Cream Fruit Cup Company is always lead and guide all their employees in making the business process is smooth. Besides, the employees also always give cooperation and follow the procedures during their working hour in order to make the sales increases. Next, it take time around 5 month to implement all the plan to set up the Ice Cream Fruit Cup business. Examples, the recruitment process, finding the outlet, arrange and installment process of the asset and machinery is take 1 month for different month also finding a suppliers based on product and permits and business license take 2 month for different month to finish all the process.

## INTRODUCTION

Ice cream fruit cup is our company's name who founded by 5 person that now as partnerships of this company which is Jessica Anak Munte, Shonia Anak Roger, Noor Aina Umairah Binti Ossen, Nur Sufi Zarifah Binti Sarifuddin and Nor Izzati Binti Ismail. Our nature of business is food services and product-oriented which we product the ice cream fruit that in food category. Our company profile is categories in manufacturing food and beverages which purely produce the ice cream using specific equipment and materials and selling to the public. Our location of business is in Aiman Mall, Jalan Datuk Muhammad Musa, Lot 0798. Our company official begin our business operation on 1 January 2018. The reason we choose this kind of business is because the trend itself. For example, now days, prefer more to the dessert such as ice cream or cool and soft food that can release the thirsty since the temperature of the weather is high. We can assume and assure that our business will increase in performance aspect in the future and name of company raise and known well by public because of the good product and reputation itself.

## PURPOSES OF THE BUSINESS

There are two purposes we want to set up this business. The first purpose is to gain profit. The reason why we choose purposes is to gain profit because now days, our economy is getting deficit. For that, we have think of other ways to earn income like opening a small business. Running a small business have few advantages such as earn more income and benefit from our own hard work. Then, another reason why we choose this purposes is because essential items, such as home appliances, electronics and so on are more expensive than ever before. Due to essential items are expensive, we must open a business that have potential to gain income.

The second purpose we want to set up this business is to create job opportunity. Now days, graduates or university student are difficult to find and get jobs. So, by opening this business, we can help graduates or university students to get jobs easier. Besides, when we help them get jobs, they will be able to pay their home rental bills or their tuition fees. Once they get a regular job, they can buy essential items such as home appliances or necessities in universities and so on. So, it's good if we open this business because it can help unemployed people and offer them more job opportunities.