



DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

FUNDAMENTAL OF ENTREPRENUERSHIP

(ETR 300)

BUSINESS PLAN:

ANANAS LATE ICE-CREAM

*Lot 9997 Pusat Perniagaan Sura Gate,
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Suhaili Mohd Sakery

Nur Izzatul Nabila Mohd Khairudin

Syarifah Nurul Syuhada Syed Ab Aziz

Nurhidayu Mat Yaacob

Siti Noraishah Kamaruzaman

CHAPTER 1: INTRODUCTION

We are student of Diploma in Office Management and Technology have decide to make a business on selling ice-cream at Dungun. Firstly, we want to introduce our members who involved in the process to make the business. We have decided to choose Siti Noraishah bt Kamaruzaman as our leader/manager and she need to guide us to handle for our preparing to make our planning smoothly. Other members are Suhaili Mohammad Sakery as our supervisor, Syarifah Nurul Syuhada Syed Ab Aziz as kitchen assistant, Nur Hidayu Mat Yacob as cashier and Nur Izzatul Nabila Mohd Khairudin as waitress.

We are choosing to open business on private company nature which is selling many types of ice-cream. Our premise are situated at Lot 9997, Bangunan Perniagaan Sura Gate, Jalan Yahya Ahmad, 23000 Dungun, Terengganu Darul Iman. We decide to choose Ananas Late Ice-Cream as our premise name. Ananas Late Ice-cream Sdn. Bhd will start the business on January 2008. To introduce our business to people, one of us gives an idea to create a trademark or slogan and we have accepted it. The slogan is "remember whatever you are craving, we are your taste".

We decide to choose Dungun as our first branches. The factor that we choose Dungun area as our premise is the premise is strategic for new development town. Most of the building is consist for the business plan and we think it is suitable for us to start our business. We are provided many types of ice creams and it suitable for all stages of age, gender and status.

Beside that, because there are many IPTA students such as Mara University of Technology, Politeknik Sultan Mizan and also have schools, so the ice cream demand at Dungun area become higher. Because of that, it gives us ideas to establish the business. We are ensure and confidence with our business because the villagers in Dungun area always increase time to time. When our products are increase will decide to establish more branches in Pahang and Kelantan to get more customers from there. Our business provides many types of ice cream in many patterns, flavors, and follows the people taste.

We choose to establish our business because the place is strategic and have higher demand of citizen. Besides that, the other factors are good whether and stages of ages especially, the children are more preferred to buy our ice cream. Therefore, in Dungun area does not have any business of ice cream like us. Furthermore we want to be a success entrepreneur for the business. This is the first business that we are established and we hope we can arrange the business very well.

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