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1.0 EXECUTIVE SUMMARY

Sweet Tooth Froyo is a food and beverage company that provides unique services and products to meet the refreshment demands of its diverse clientele. It is a partnership company owned and shared by 6 members. Operating in the Kota Bharu area, it seeks to deliver unrivalled services, including a wider variety of yogurt flavours than any other frozen yogurt company in the state. Our delightfully flavoured yogurts set us apart from the competition. We want to elevate the bar in yogurt manufacturing with passionate, committed, and professional food technologists and general employees, as our customers will be in for a treat, with their optimal care as our driving force. Our company is well-known for producing fresh ice cream. It sells daily-made high-quality ice cream with distinctive toppings. The distinctive feature of Sweet Tooth Froyo is the opportunity of consumers to entirely customize their ice cream in the manner in which they like to consume it. Instead of having a predetermined flavour, customers can combine their own frozen yogurt flavours and top them with a variety of toppings such as blueberries, strawberries, chocolate chips, cornflakes, and so on. Sweet Tooth Froyo aspires to provide consumers with a one-of-a-kind experience while serving a premium brand of frozen yogurt.

2.0 INTRODUCTION

2.1 PURPOSE OF BUSINESS PLAN

A business plan is about the planning of the business journey of a company in order to set goals and achievement in the future. The objective of a business plan is to show that you are serious about growing your company. A formal business plan is required to demonstrate all interest to all parties, including employees, investors, partners, and yourself, to prove your commitment to developing your own business.

Making a plan encourages you to think through and choose the methods that will propel your business forward. It takes a lot of time, money, patience, and effort to build a business plan because it plans specifically for every detail of a business, such as operations, financials, and marketing.

A company's primary goal is to become well-organized in terms of procedures and systems. This is because the plan will serve as a guide for employees such as the Chief Executive Officer (CEO) and other managers, allowing them to manage the company step by step without missing anything.

Next, having a business plan allows us to write and forecast financial futures, as well as identify potential risks and issues. It is easier for us to solve a problem. If we have a business plan, we can avoid a lot of obstacles when we doing business.

Besides, the purpose of the business plan is to improve any weaknesses that arise by comparing the actual performance of the firm with its master plan. It is to see whether it is a favourable or unfavourable situation.