



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI
INTRODUCTION TO ENTREPRENUERSHIP ETR300**

PREMIUM ICE CREAM CAFE

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KEPADA SESIAPA BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang di kendalikan oleh Pusat Pembangunan Usahwanan Malaysia (MEDEC) pada semester ini.

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1. MD HISHAM AZMI
2. MD FAUZI MD TAIB
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4. MOHAMAD FIRDAUS A BDU LMANIAF
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Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
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Executive Summary

Premium Ice Cream Café is based on ice cream. Our business is focus on different type of ice cream with different taste and quality. As we know that people like to eat ice cream and they like to try something new. So, we take this opportunity to enter this business.

Our business is located at Jalan Burma, Pulau Tikus, Pulau Pinang. From the survey we made, we found that this area is dominated by Chinese races, mainly. As we know that people like to try something new. Ice cream is very common being known. But we are trying to do a little bit different strategies and types from other competitors in order to attract customer.

The target market for this business is basically a child, teenagers and families. We believe that this business have a clear prospects to develop and spread in the future because of its potential based on previous ice cream company. Beside that there are only few competitors that involve in this business.

Lastly, we hope that our business will bring reasonable profit for our company based on our sales. Beside that our company should aware that in any business people participated in, there must be a deficit or surplus.



INTRODUCTION

Premium Ice Cream Cafe is established as trading business and its business transactions involved directly about selling various type of ice cream. Premium Ice Cream Cafe is registered under the partnership agreement and the partners agreed to share the profit equally. We decided to compete in this business because of the increasing demand of dessert especially ice cream from time to time in our country. We will start to operate our business on 1st January 2002.

We choose the name of Premium Ice Cream Cafe as we serve variety of ice cream with different taste and quality. We hope our company will be among the best ice cream sellers in Malaysia.

The location of Premium Ice Cream Café is situated at Block A65, Craven Complex, Burma Street, Pulau Tikus, Pulau Pinang. We choose this particular location by looking at our target market, systematic structure and facilities such as communication network, transportation, competition and the development of that area.

Malaysia is considered as a developing country. With lots of developed and provided facilities in rural and urban area it has encouraged our economy to develop by 8% to 10%.

Due to this, it has increase our economy grows especially in the business sector. Based on sentences above, Rasulullah has always encouraged the society to enter the business world because 9/10 of our income comes from here. There are lacks of Entrepreneurs who enter this type of business due to its risk and its grow in market competition.