



اُنِيُوْزِيسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

“SUNDAE FUNDAY”



**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**FACULTY & PROGRAMME** : **FACULTY OF ADMINISTRATIVE  
SCIENCE AND POLICY STUDIES (AM228)**

**GROUP & COURSE CODE** : **MIFHA & ENT530**

**SEMESTER** : **4**

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**SUBMITTED TO MADAM NOORAIN BINTI MOHD NORDIN**

**1<sup>st</sup> JANUARY 2022**

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## **EXECUTIVE SUMMARY**

Sundae Funday aspires to be a new pioneer in Malaysia's ice cream production industry. Sundae Funday ice cream is perfect for people who care about their health because it contains fruits, in addition to acting as a cooling agent for the body. Fruits may provide a significant source of vitamins, minerals, and fibre to the human body, as well as aid in the treatment of ailments such as digestive issues, cancer, and so on. Our business operates based on an ice cream concept based on fruits. Our company's monthly profit aim is RM10,000, which would enable us to expand our business and boost our productivity. We also want to sell and introduce our company's native fruit ice cream products around the country, particularly in Southeast Asian countries.

In this business plan, we will briefly outline our company's structure and what services we provide to the community. Sundae Funday is a partnership with five members, each with its roles and obligations. A corporation needs a General Manager, Operations Manager, Marketing Manager, Finance Manager, and Administration Manager, for example. In this business plan, we will also detail the marketing approach that our company will employ, step by step, to boost sales revenue and profitably.

This business plan will cover all the company's assets and expenses. We will also include legal documents and operating hours in this business strategy. This business plan is our working paper or business proposal to acquire a loan from a financial institution. Our ice cream stall is located at Pantai Teluk Kemang, Port Dickson which is a popular tourist destination in Negeri Sembilan. In addition, the chosen location has a decent infrastructure.

Finally, we hope that our business will be well received not only in Negeri Sembilan but also throughout the country, particularly in Southeast Asia.

## 1.0 COMPANY PROFILE

### 1.1 Organization Background

a)	<b>Name of the Organization</b>	Sundae Funday
b)	<b>Business Address</b>	Jalan Pantai Teluk Kemang, Taman Orkid, 71050 Port Dickson, Negeri Sembilan
c)	<b>Website</b>	<a href="http://www.sundaefunday.com">www.sundaefunday.com</a>
d)	<b>Email</b>	<a href="mailto:sundaefunday@gmail.com">sundaefunday@gmail.com</a>
e)	<b>Telephone Number</b>	06-6628088
f)	<b>Form of Business</b>	06-6627120
g)	<b>Main Activities</b>	Selling fruit ice cream
h)	<b>Date of Registration</b>	1 <sup>st</sup> October 2021
i)	<b>Date of Commencement</b>	1 <sup>st</sup> January 2022
j)	<b>Name of Bank</b>	RHB Bank
k)	<b>Bank Account Number</b>	1-10079-600025-5

### 1.2 Organization Logo, Motto, Vision and Mission

#### a) Logo



**b) Motto**

- Our company motto is “You can’t buy happiness, but you can buy ice cream, and that’s pretty much the same thing.”

**c) Vision**

- The vision of our company is to provide the best ice cream in the country.

**d) Mission**

- To provide our customers with the enjoyment and ultimate ice cream experience and to promote and motivate the entrepreneurial spirit.

### **1.3 Partnership Agreement**

#### **SUNDAE FUNDAY PARTNERSHIP AGREEMENT**

On October 1, 2021, a partnership agreement was formed between:

**CLARYLISA PINUS** identification number **980616125714** as the **General Manager** of the company referred to as the first partner.

**FARAH SYAZWANI BINTI SAIFUL AMRI** identification number **990210045588** as the **Marketing Manager** of the company referred as the second partner.

**NURUL DAYANA SHAMSUR ANUAR** identification number **990313045636** as the **Operating Manager** of the company referred to as the third partner.

**MIRA ILLYANA BITI SALEH HUDIN** identification number **990923145810** as the **Administrative Manager** of the company referred as the fourth partner.

**NUR FARAWAHIDA BINTI A. AZIZ** identification number **970424016784** as the **Financial Manager** of the company referred to as the fifth partner.