 UNIVERSITI TEKNOLOGI MARA

## FACULTY OF CHEMICAL ENGINEERING

## DIPLOMA IN CHEMICAL ENGINEERING (EH110)

EH1105F

## FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300


## CAMALEAO AISKRIM

## COLOR-CHANGING ICE CREAM

PREPARED FOR:

## PUAN NORHAFINI BINTI HAMBALI

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BUSINESS PLAN WRITTEN REPORT RUBRICS (50\%)

| Criteria | Marks Allocated | Poor | Moderate | Satisfactory | Good | Excellent | Marks Obtained |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Preliminary <br> Material: | 5 | 0-1 mark | 2 marks | 3 marks | 4 marks | 5 marks |  |
|  |  | Poor presentation on the preliminary materials. | Moderate presentation on the preliminary materials | Satisfactory presentation on the preliminary materials. | Good presentation on the preliminary materials. | Excellent presentation on the preliminary materials. |  |
| Executive Summary | 5 | 0-1 mark | 2 marks | 3 marks | 4 marks | 5 marks |  |
|  |  | No executive summary | Poorly understand on the executive summary | Moderate understand on the executive summary | Satisfactory understanding on the executive summary | Good understanding on the executive summary |  |
| Business <br> Background | 5 | 0-1 mark | 2 marks | 3 marks | 4 marks | 5 marks |  |
|  |  | Poor presentation on business background | Moderate presentation on business background | Satisfactory presentation on business background | Good presentation on business background | Excellent presentation on business background |  |
|  | 5 | 0-1 mark | 2 marks | 3 marks | 4 marks | 5 marks |  |
| Partners <br> Background |  | Poor presentation on partners/shareholders background | Moderate presentation on partners/shareholders background | Satisfactory presentation on partners/shareholders background | Good presentation on partners/ shareholders background | Excellent presentation on partners/shareholders background |  |
| Administrative Plan | 15 | 0-3 marks | 4-6 marks | 7-9 marks | 10-12 marks | 13-15 marks |  |
|  |  | Many key elements are not highlighted | Few key elements are highlighted | Fairly highlight key elements | Good in highlighting key elements | Excellent in highlighting key elements |  |
| Marketing Plan | 15 | 0-3 marks | 4-6 marks | 7-9 marks | 10-12 marks | 13-15 marks |  |
|  |  | Many key elements are not highlighted | Few key elements are highlighted | Fairly highlight key elements | Good in highlighting key elements | Excellent in highlighting key elements |  |
| Operation Plan | 15 | 0-3 marks | 4-6 marks | 7-9 marks | 10-12 marks | 13-15 marks |  |
|  |  | Many key elements are not highlighted | Few key elements are highlighted | Fairly highlight key elements | Good in highlighting key elements | Excellent in highlighting key elements |  |
| Financial Plan | 15 | 0-3 marks | 4-6 marks | 7-9 marks | 10-12 marks | 13-15 marks |  |
|  |  | Many key elements are not highlighted | Few key elements are highlighted | Fairly highlight key elements | Good in highlighting key elements | Excellent in highlighting key elements |  |
| Conclusion | 5 | 0-1 mark | 2 marks | 3 marks | 4 marks | 5 marks |  |
|  |  | Poor conclusion of the business plan | Moderate conclusion of the business plan | Satisfactory conclusion of the business plan | Good conclusion of the business plan | Excellent conclusion of the business plan |  |
| Appendices | 5 | 0-1 mark | 2 marks | 3 marks | 4 marks | 5 marks |  |
|  |  | Provide poor evidences | Provide sufficient evidences | Provide satisfactory evidences | Provide good evidences | Provide excellent evidences |  |
| Writing Style, Spelling \& Grammar | 5 | 0-1 mark | 2 marks | 3 marks | 4 marks | 5 marks |  |
|  |  | Writing lacks sentence variety and few grammatical errors | Sentences were somewhat varied with minimal grammatical errors | Sentences were correctly constructed | Sentences were correctly constructed and wellarticulated | Sentences were well written and expressed |  |
| Overall Report | 5 | 0-1 mark | 2 marks | 3 marks | 4 marks | 5 marks |  |
|  |  | The paper is not acceptable. The work is not up to the quality level. | The paper is acceptable and demonstrate some understanding of the topic | The paper is good and demonstrated average understanding of the topic | The paper is good and demonstrated above average understanding of the topic | The paper is excellent and demonstrated superior quality. |  |
| Total | 100 |  |  |  |  |  |  |

1. Permarkahan adalah secara team teaching di mana criteria:
a) Administrative Plan (15 marks), Marketing Plan (15 marks), Operating Plan (15 marks) dan Financial Plan (15 marks) daripada Pensyarah ENT.: 60\%
b) Preliminary Material ( 5 marks), Executive Summary ( 5 marks), Business Background ( 5 marks), Partners Background (5 marks), Conclusion (5 marks), Appendices (5 marks), Writing style (5 marks) and Overall Report (5 marks) daripada Pensyarah Palm. TOTAL: 40\%

## SECTION : Business Plan Written Report - (50\%)

| Criteria | Marks Allocated | Poor | Moderate | Satisfactory | Good | Excellent | Marks Obtained |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Preliminary Material: | 5 | 0-1 mark | 2 marks | 3 marks | 4 marks | 5 marks |  |
|  |  | Poor presentation on the preliminary materials. | Moderate presentation on the preliminary materials | Satisfactory presentation on the preliminary materials. | Good presentation on the preliminary materials. | Excellent presentation on the preliminary materials. |  |
| Executive Summary | 5 | 0-1 mark | 2 marks | 3 marks | 4 marks | 5 marks |  |
|  |  | No executive summary | Poorly understand on the executive summary | Moderate understand on the executive summary | Satisfactory understanding on the executive summary | Good understanding on the executive summary |  |
| Business <br> Background | 5 | 0-1 mark | 2 marks | 3 marks | 4 marks | 5 marks |  |
|  |  | Poor presentation on business background | Moderate presentation on business background | Satisfactory presentation on business background | Good presentation on business background | Excellent presentation on business background |  |
|  | 5 | 0-1 mark | 2 marks | 3 marks | 4 marks | 5 marks |  |
| Partners Background |  | Poor presentation on partners/shareholders background | Moderate presentation on partners/shareholders background | Satisfactory presentation on partners/shareholders background | Good presentation on partners/ shareholders background | Excellent presentation on partners/shareholders background |  |
| Administrative Plan | 15 | 0-3 marks | 4-6 marks | 7-9 marks | 10-12 marks | 13-15 marks |  |
|  |  | Many key elements are not highlighted | Few key elements are highlighted | Fairly highlight key elements | Good in highlighting key elements | Excellent in highlighting key elements |  |
| Marketing Plan | 15 | 0-3 marks | 4-6 marks | 7-9 marks | 10-12 marks | 13-15 marks |  |
|  |  | Many key elements are not highlighted | Few key elements are highlighted | Fairly highlight key elements | Good in highlighting key elements | Excellent in highlighting key elements |  |
| Operation Plan | 15 | 0-3 marks | 4-6 marks | 7-9 marks | 10-12 marks | 13-15 marks |  |
|  |  | Many key elements are not highlighted | Few key elements are highlighted | Fairly highlight key elements | Good in highlighting key elements | Excellent in highlighting key elements |  |



## $14 / 2 / 23$ <br> Nurulthavuani Binti Sabri

## Pensyarah

Pengajian Kolej Kejuruteraan (Kimia)

## ACKNOWLEDGEMENT

## ACKNOWLEDGEMENT

We would like to extend our sincerest appreciation to all those who have contributed to the development of this business plan. We would like to express our gratitude to our lecturer Puan Norhafini binti Hambali for providing invaluable guidance and support throughout the research and planning process. Additionally, we would like to acknowledge the support and encouragement from our family and friends throughout this journey. Their unwavering belief in us and this business idea has been a constant source of inspiration. Finally, we would like to thank the UiTM Cawangan Johor Kampus Pasir Gudang for providing us with the resources and opportunities to conduct this research.

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## EXECUTIVE SUMMARY

## EXECUTIVE SUMMARY

Camaleao Aiskrim offers a frozen delicious and exquisite dairy dessert called ice cream for customers especially ice cream lovers which will revive and arouse the senses. Our main strategy and goal are to offer ice cream that is different from what is currently available in the market so that people of all ages, starting with children, teenagers, adults, and elderly people, will have a new experience. Otherwise, we also expect for customer satisfaction with our service always. Since our business is a new one on the market, there are a lot of factors we will need to take into account to ensure that we can compete with other ice cream businesses and meet customer demands. Examples of these businesses include Nestle, Baskin Robin, Inside Scoop, and others. Additionally, there are numerous common varieties of ice cream available in the Malaysian market today, including mochi, coned ice cream, gelato, and others those are the usual ice cream that often found in Malaysian market. We see this as a chance to grab opportunities by adding a twist and making our product extraordinary and different from other products currently on the market so that consumers will have a fresh and distinctive experience when consuming our product also being viral. Besides, four key employees which are human resources, marketing manager, operation manager, and financial manager run our company. All of those are essential to this business, and we will do everything in our power to make it successful. As a result of the location of our ice cream outlet in a urban city, we believe we are able to reach a wide range of potential clients and potentially entice them to use our ice cream shop as well. Lastly, with our high-quality services, knowledgeable staff, and thorough research on ice cream, we are confident that word of our offerings will get around among customers. It gives us great pleasure to serve as the industry standard for those looking to launch a dairy product, particularly ice cream, business.

## INTRODUCTION

## 1. Introduction

### 1.1. Name of the Business

Camaleao Aiskrim

### 1.2. Nature of Business

Partnership

### 1.3. Location of the business

Eco Palladium, Jalan Eko Flora 1, 81100, Johor Bahru, Johor..

### 1.4. Date of business commencement

8th March 2020

### 1.5. Factor in selecting the proposed business

- After a little research, we discovered that ice cream is a dessert that everyone, young and old, enjoys.
- Very few companies make our type of ice cream, which can change color.
- Has the potential for further growth
- The production process is not as complex as in other businesses.


### 1.6. Future prospects of the business

- After one year, our ice cream will be the most desired ice cream for everyone.
- In 2036, our business will open another branch in another state because we expect our finances to be stable at that time.
- Our ice cream will be as large as that of other ice cream companies such as BaskinRobbins.


## BUSINESS BACKGROUND

### 2.2 Organizational Chart

### 2.3 Logo and Motto

### 2.3.1 Logo \& Logo description

We have decided to choose Camaleão Aiskrim as our business name. Each word in the name has a different meaning. The Portuguese word "Camaleão" means "chameleon" describes an ice cream that changes color depending on the pH condition which mimics a chameleon's characteristics. While for "Aiskrim" means ice cream in Malay to show to the public that our product is a Malaysian-made local brand.


Figure 1. Business Logo

Each element that appears in our logo has its own specific meaning that relates to our business.

- "Camaleão Aiskrim" is depicted as our business name. To make it clear and easy to read, it is written in a dark and bold color.
- For the ice cream and chameleon figures indicates the color-changing ice cream characteristic is similar to the chameleon's characteristic.
- The light blue color in the background symbolizes the ice cream is cool and refreshing.
- The blue, purple, and pink colors in the logo indicate the transformation of the ice cream's color. For the blue color, it shows that the ice cream is in an alkaline state.

Upon scooping out the ice cream from the tub, the color will change from blue to purple. Lastly, when we lick it, it will change color from purple to pink because of the saliva is acidic.

### 2.3.2 Motto

Sensory indulgence unlocked.

## ADMINISTRATION PLAN

## 4. Administration Plan

### 4.1 Introduction to the organization

## VISION

The vision of Camaleão Aiskrim is to be the first color-changing ice cream provider around Malaysia and serve at least 1 million people a cone of color-changing ice cream.

## MISSION

To delight and serve our customers the first color-changing ice cream at a fair price that fulfills the human desire.

## MOTTO

sensory indulgence unlocked.

## OBJECTIVES

- To fulfill the human desire who want to try color-changing ice cream.
- To make an ice cream business like no other.
- To offer good and excellent quality color-changing ice cream to the customers at a reasonable price.


## BUSINESS LOGO AND DESCRIPTION

We have decided to choose Camaleão Aiskrim as our business name. Each word in the name has a different meaning. The Portuguese word "Camaleão" means "chameleon" describes an ice cream that changes color depending on the pH condition which mimics a chameleon's characteristics. While for "Aiskrim" means ice cream in Malay to show to the public that our product is a Malaysian-made local brand.

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- The blue, purple, and pink colors in the logo indicate the transformation of the ice cream's color. For the blue color, it shows that the ice cream is in an alkaline state. Upon scooping out the ice cream from the tub, the color will change from blue to purple. Lastly, when we lick it, it will change color from purple to pink because of the saliva is acidic.


### 4.2 Organization chart for Administration Department



Figure 2. Organization Chart

### 4.3 Administration personnel

Table 1. List of Administration Personnel

| Position | No. of Personnel |
| :--- | :---: |
| Chief Executive Officer | 1 |
| General Manager | 1 |
| Administration Executive | 1 |
| Operation Executive | 1 |
| Financial \& Marketing Executive | 1 |
| Production workers | 2 |
| Content Creator | 1 |
| Staffs (Ice Cream Scooper) | 4 |

Table 2. Schedule of Tasks and Responsibilities

| Position |  | Tasks and Responsibilities |
| :--- | :--- | :--- |
| Chief Executive Officer | $>$ Manage the entire operations of a business. |  |
|  | $>$ Ensure the business run smoothly. |  |
|  | $>$ Determine ways to maintain the company's $^{\text {sustainability. }}$ |  |
|  | $>$ Make decisions regarding how to reduce risks that will |  |
|  |  |  |
|  | $>$ give an impact on the entire company. |  |


|  | Prepare accurate financial reports and information for the CEO. <br> Ensure the daily sales achieve the targeted number. <br> Provide daily tasks to the sales coordinator. <br> Develop marketing and pricing strategies <br> Manage marketing budgets and analyze market trends. <br> Making an advertisement and brochure. |
| :---: | :---: |
| Production workers | Handle the production of the products. <br> Do quality check on the products. <br> Manage the packaging section. |
| Content Creator | Brainstorm an idea to make interesting content about the products/shop on TikTok and Instagram. <br> Editing the video/picture advertisement of the products and shop. <br> Regularly posting a marketing video on TikTok and Instagram. |
| Staffs | Greet shop customers. <br> Scoop ice cream and toppings to fill customer orders. <br> Restock ice cream flavors in display tubs. <br> Restock bowls, cones, and toppings behind the counter <br> Assist with other tasks as needed |

Table 3. Schedule of Remuneration

| Position | No. | $\begin{array}{c}\text { Monthly } \\ \text { Salary } \\ (\mathbf{R M})\end{array}$ | $\begin{array}{c}\text { EPF } \\ (\mathbf{R M}) \\ (\mathbf{B})\end{array}$ | $\begin{array}{c}\text { SOCSO } \\ (\mathbf{R M}) \\ (\mathbf{C})\end{array}$ | Total Amount (RM) |
| :--- | :---: | :---: | :---: | :---: | :---: |
|  |  | $(\mathbf{A}+\mathbf{B}+\mathbf{C})$ |  |  |  |$]$


| Administration Executive | 1 | 2300 | 276 | 57.5 | 2633.50 |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Operation Executive | 1 | 2300 | 276 | 57.5 | 2633.50 |
| Financial \& Marketing <br> Executive | 1 | 2300 | 276 | 57.5 | 2633.50 |
| Production workers | 2 | $1500 * 2$ | $180 * 2$ | $37.50 * 2$ | $1717.50 * 2$ |
| Content Creators | 1 | 1500 | 180 | 37.50 | $=3435$ |
| Staffs | 4 | $1500 * 4$ | $180 * 4$ | $37.50 * 4$ | 1717.50 |
| Total |  | $=6000$ | $=720$ | $=150$ | $1717.50 * 4$ |

### 4.4 Office furniture \& equipment \& supplies

Table 4. Office Furniture \& Supplies \& Equipment

| Type | Price/unit (RM) | Quantity | Total amount (RM) |
| :---: | :---: | :---: | :---: |
| OFFICE EQUIPMENT |  |  |  |
| Computer | 3100 | 2 | 6200 |
| Telephone | 551 | 1 | 551 |
| Mobile phone | 2500 | 1 | 2500 |
| Printer | 300 | 1 | 300 |
| Wireless router (Wi-Fi) | 739 | 1 | 739 |
| Air-conditioner | 1099 | 1 | 1099 |
| OFFICE FURNITURE |  |  |  |
| Table and chair office | 600 | 2 | 1200 |
| Cabinet | 300 | 1 | 300 |
| Curtain | 35 | 1 | 35 |
| Curtain rod | 50 | 1 | 50 |
| Chair | 45 | 2 | 90 |
| Mini pantry set | 400 | 1 | 400 |
| SUPPLIES |  |  |  |
| A4 paper | 85.50 | 2 | 171 |
| Printer ink | 35.50 | 7 | 248.50 |
| Calculator | 469.44 | 1 | 469.44 |
| Notepads | 2.00 | 5 | 10 |
| File | 3.50 | 30 | 105 |
| Pen/box | 35.00 | 2 | 70 |
| Other expenditure |  |  | 500 |
| Total |  |  | 15037.94 |

### 4.5 Administration budget

Table 5. Administration Budget

| Items | Fixed Assets <br> (RM) | Monthly Expenses <br> (RM) | Other Expenses <br> (RM) |
| :---: | :---: | :---: | :---: |
| Fixed Assets <br> Office Furniture and Equipment <br> Renovation | 13964 <br> 2000 |  |  |
| Working Capital Rent Utilities Salaries, EPF \& SOCSO Office Supplies |  | $\begin{gathered} 1800 \\ 2000 \\ 27709 \\ 1073.94 \end{gathered}$ |  |
| Pre-Operations <br> Deposit (rent, utilities, etc) <br> Business Registration <br> License <br> Typhoid injection (RM70 per pax) <br> Other Expenditure |  |  | $\begin{gathered} 1500 \\ 60 \\ \\ 840 \\ 500 \end{gathered}$ |
| Total | 51446.94 |  |  |

## MARKETING PLAN

## 5. Marketing Plan

### 5.1 Description of products

Camaleao Aiskrim is an outlet that serves extraordinary frozen dairy dessert which is colorchanging ice cream to customers. Other than that, at Camaleao Aiskrim, ice cream represents the combination of science and food by creating a magical delight that you can feel good about. The ice cream at Camaleao Aiskrim is based on palm oil which provides many benefits to the consumers such as improving vitamin A, reducing heart disease risk factors, and protecting brains. It is because palm oil is rich in vitamin E with strong antioxidant properties, rich in carotenoids, and free from trans fats. Next, the ingredients used in the ice cream are fat from palm oil, milk powder substitute, emulsifier and stabilizer, flavor, sugar, and glucose syrup. The special ingredient used to make the ice cream change color depending on pH conditions is anthocyanin. It is a water-soluble vacuolar pigment that may appear red, pink, purple, blue, or black depending on its pH .

For sure, there is no doubt that our customers will gain new experiences and satisfaction from our unique product which is the only one that is available on the Malaysian market. Besides, our outlet will provide a variety flavor of color-changing ice cream to all ages of dessert lovers and hunters, especially those who love ice cream. In addition, due to the premium ingredients used to create our color-changing product, our high-quality product offers a fair and affordable price. As our business motto is "sensory indulgence unlocked", we will always provide only the best product to please our customers' taste buds.

Furthermore, Camaleao Aiskrim will become the best ice cream selling center in Johor because of our strength and uniqueness. Customer satisfaction will always be our major priority. All of our color-changing ice cream produced is using the best and most premium ingredients and already goes through several research and development (R\&D) processes before being introduced to our beloved customers. Next, our outlet's location is very advantageous because our outlet is inside a mall, making it simpler for customers to stop by and try our product and we will also provide home delivery service by using food delivery applications which are Foodpanda and Grabfood. Consequently, anyone who has transportation restrictions will be able to try our product. Additionally, we are open from 10 am to 10 pm , and we are open every day from Monday to Sunday. So, this will allow us the chance to accomplish both our short-term and longterm goals. In a conclusion, the satisfaction of our customers is our major priority, and their feedback will aid in our future improvement.

Table 6. Product description

| Product | Description |
| :---: | :---: |
| Features | - Change color depending on pH conditions. |
| Materials | - fat from palm oil <br> - milk powder substitute <br> - emulsifier and stabilizer <br> - flavor (vanilla, chocolate and others) <br> - sugar <br> - glucose syrup <br> - anthocyanins |
| Benefits | - improve vitamin A <br> - reduce heart disease risk factors <br> - protect brains <br> - free trans fats |

Table 7. Product ilustration


### 5.2 Target market

The practice of grouping or segmenting a market of potential customers based on different criteria is known as market segmentation. Consumers who respond similarly to marketing strategies and who have traits in common, such as shared interests, needs, or locations, make up the segments. Its goal is to ensure that companies can segment their clientele to market their goods and services more effectively.

3 types of segmentation:
a) Geographic segmentation
b) Demographic segmentation
c) Psychographic segmentation

### 5.2.1 Geographic Segmentation

The division of a company's market based on geography is known as geographic segmentation. Cities, counties, regions, countries, and international territories are all possible geographic segments for a market. The three types of markets are urban, suburban, and rural. We can identify the product that the customer needs in a specific location using this segmentation.

We selected store in the Mall of Eco Palladium, Jalan Eko Flora 1, 81100, Johor Bahru, Johor. as our location for the first Camaleao Aiskrim outlet. This location can be assumed as a suburban area in Eko Flora, Johor Bahru district, Johor. Our outlet's location is very advantageous because our outlet is inside a shopping mall, making it simpler for visitors that come to the shopping center to stop by and try our product. There will be a lot of customers of all ages there, regardless of the time or day, making it the perfect location for our outlet. This will be our big chance to establish the ice cream business in this location.

### 5.2.2 Demographic Segmentation

Market segmentation based on age, race, gender, occupation, income, cultural background and family status is known as demographic segmentation. To more precisely target its customers, a company can segment demographics into a number of markets. So, because we only use natural ingredients to create all of the flavors for this color-changing ice cream, our product is sold to people of all ages and genders. As we sell all of our products with an affordable and reasonable price tag. So, people with all incomes ranging from low to high will be able to purchase our product without hesitation.

### 5.2.3 Psychographic Segmentation

Based on the customer's lifestyle, psychographic segmentation divides the market into different categories. AIO surveys, which measure activities, interests, and opinions, are one kind of lifestyle measurement tool. It examines a few things that could have an effect on consumer attitudes, expectations, and behavior. The research method known as psychographic segmentation is used to study consumers and categorize them based on psychological traits such as personality, lifestyle, social status, activities, interests, opinions, and attitudes.

From our research, most of the Malaysian population is more attracted to try new unique, and viral things no matter what it is. This can be our major factor that can attract people to come and try our product since it is the first color-changing ice cream available in the Malaysian market now. We gathered the data through customer's feedback and rating during we opened a booth inside the Eco Palladium.

### 5.3 Market trend \& Market size

### 5.3.1 Market Trend

Nowadays people are more likely to try something new and unique in all things, especially in the food industry. Besides, we know that Malaysian people love to eat desserts such as ice cream because the weather is hot and humid. Other than that, all ages love to eat ice cream in various types of flavors. So the demand is very high and we see this as the opportunity to open an ice cream store.

### 5.3.2 Market Size



Figure 3. Population in Johor by district
The population of targeted customers in Johor Bahru, Johor is $1,558,700$ people where the percentage of females and males are $46.8 \%$ and $53.2 \%$ respectively.

Table 8. Population in Johor Bahru according to the gender

| Gender | People |
| :--- | :---: |
| Males | 729,471 |
| Females | 829,229 |

Population $\times$ Price $($ single scoop $)=$ Market Size
$1,558,700 \times 9.30=14,495,910($ market size $)$

The sales forecast is $5 \%$ of the market size
$14,495,910 \times 5 \%=724,795.50$ (per year)

From sales forecasting, we could determine how many customers we would get per year.
The starting price for our ice cream is RM9.30 per single scoop
Per year:
$755969.50 / 9.30=77,935$ customers
Per month:
$77,935 / 12=6,495$ customers
Per day:
6,495/30 = 217 customers
Table 9. Total estimated Sales

| Product | Estimated Sales <br> Per Single Scoop | Total Estimated <br> Sales/Month <br> $(\mathbf{R M})$ | Total Estimated <br> Sales/Year (RM) |
| :---: | :---: | :---: | :---: |
| Single scoop | RM9.30 $\times 6,495$ | $60,403.50$ | 724,842 |

### 5.3.3 Competitors

### 5.3.3.1 Identifying competitors ( $\mathbf{3}$ competitors)

Table 9. Competitive analysis

| Competitors | Strengths | Weaknesses |
| :---: | :---: | :---: |
| Baskin Robbins | - Global ice cream chains <br> - Always keep the products follow the trends. <br> - First ice cream cake provider. | - Expensive price <br> - Less Vegan Option <br> - Involve in legal issues that affected the brand image |
| The Inside Scoop | - Always keep the products follow the trends. <br> - Specialized in unique local flavors. <br> - Well-known local brand. | - Lack of ice cream shop experience <br> - No brand awareness |
| The Ice Cream Project | - First lacto-vegan ice cream in Johor Bahru. <br> - One of the popular ice cream stall in Johor Bahru. <br> - Have delivery service. | - Only have one outlet in Johor Bahru <br> - Only specialized in vegan ice cream. <br> - Expensive price |

### 5.3.3.2 Ranking of the competitors

Table 10. Ranking of the competitors

| Rank No | Competitors |
| :---: | :--- |
| 1 | Baskin Robbins |
| 2 | The Inside Scoop |
| 3 | The Ice Cream Project |

### 5.4 Market Share

### 5.4.1 Market share before the entrance of Camaleao Aiskrim.

Table 11. Market share before the entrance of Camaleao Aiskrim

| Competitor | Before entrance <br> $(\%)$ | Amount <br> (RM) |
| :--- | :---: | :---: |
| Baskin Robbins | 60 | $18,840,211$ |
| The Inside Scoop | 34 | $9,449,564$ |
| The Ice Cream Project | 6 | 760,587 |
| TOTAL | 100 | $28,550,362$ |

### 5.4.2 Market share after the entrance of Camaleao Aiskrim.

Table 12. Market share after the entrance of Camaleao Aiskrim

ENT300 BUSINESS PLAN (CAMALEAO AISKRIM)

| Competitor | Market <br> Share Before <br> Entrance <br> $(\mathbf{\%})$ | Market Loss <br> $(\mathbf{\%})$ | Market Share <br> After Entrance <br> $(\%)$ | Total Market <br> Share (RM) |
| :--- | :---: | :---: | :---: | :---: |
| Baskin Robbins | 60 | 2 | 58 | $18,451,296$ |
| The Inside Scoop | 34 | 2 | 32 | $9,021,577$ |
| The Ice Cream <br> Project | $\mathbf{6}$ | 2 | 4 | 589,211 |
| Camaleao Aiskrim | - | - | 6 | $724,795.50$ |
| TOTAL | 100 | 6 | 100 | $28,786,879.50$ |

### 5.5 Sales forecast

Table 13. Sales Forecast for Year

| Month | Sales Forecast |
| :---: | :---: |
| January | 57665.60 |
| February | 58418.60 |
| March | 59448.70 |
| April | 59367.50 |
| May | 59536.60 |
| June | 59648.10 |
| July | 59743.40 |
| August | 59745.70 |
| September | 60968.50 |
| October | 62403.70 |
| November | 63447.50 |
| December | 64448.10 |
| Total | 724,842 |

Table 14. Sales Forecast by Year

| Year | Percentage Increase (\%) | Sales Forecast (RM) |
| :---: | :---: | :---: |
| 1 | - | 724,842 |
| 2 | 20 | $869,810.40$ |
| 3 | 25 | $1,176,114.60$ |

### 5.6 Market strategy (marketing mix)

### 5.6.1 Product Strategy

For the product strategy, we will make sure our product quality meets the customer's expectations. The texture of our products is smooth, creamy, and melt in the mouth. We also added some magical that implement chemistry concept in our products. It will change color depending on pH conditions. There are 4 flavors for our product which are chocolate, vanilla, strawberry, and lemon. All of these flavors are familiar to all people, so that they easy to order our products. Other than that, our products promote a healthy life for the consumer because we use palm oil fat based.

### 5.6.2 Price Strategy

For the price strategy, we will offer as lower as we can to the customers. Our target market is for people with all incomes ranging from low to high who will be able to purchase our product. So, the price must be affordable and reasonable for them. Other than that, we do not want to sell our product at an expensive price because we want to compete with our competitors who sell expensive ice cream and not all buyers can afford to buy it in their stores. Customers will not repeat to try again the products since they do not feel deserving of paying a high price for a cup of ice cream.

Table 16. Pricing strategy based on competitors' prices (starting price)

| Competitors | Price/cup (RM) |
| :---: | :---: |
| Baskin Robbins | 11 |
| The Inside Scoop | 9.90 |
| The Ice Cream Project | 10 |
| Camaleao Aiskrim | 9.70 |

### 5.6.3 Place Strategy

Our shop location is very strategic as it is in the mall where there are lots of people of all ages there. Besides, the mall is easy to access because it is linked to the highway. So people around Johor and Singapore can come and try our products. The mall provides a lot of accommodations and people are more likely to go there because it is more comfortable to spend their time. Since our shop is located on level 1 which is near to the main entrance so people will see our shop first when entering the mall. Next, the theme of our shop is more aesthetic and Pinterest style which will attract people who love to take photos for their social media.

### 5.6.4 Promotion Strategy

Nowadays people are always using social media in their daily routines. People stay connected with each other and keep updated on the news by using these platforms. So we see the opportunity to use digital marketing on online platforms such as TikTok and Instagram. This platform will be used to do any advertisements and promote our unique product which is color-changing ice cream. This way will enhance the excitement of people to try our product as they are easily influenced by these platforms. Other than that, we used these online platforms to keep updating the information about our business such as new menus, events, and promotions. Next, we will do happy hour at a certain time in which customers get discounts of up to $50 \%$ off. This is one of the marketing strategies that can attract people to come and buy our products because people not always come to the mall.

### 5.7 Marketing Budget

Table 17. Marketing Budget

| Item | Fixed Assets | Monthly <br> Expenses <br> (RM) | Other <br> Expenses <br> (RM) |
| :--- | :---: | :---: | :---: |
| Fixed Asset <br> Signboard | 1100 |  |  |
| Working capital <br> Promotion <br> Tiktok and Instagram <br> Advertisement |  | 1500 |  |
| Other Expenses <br> Business Cards <br> Flyers <br> Expo |  | 100 | 38 |
| TOTAL |  | 1000 |  |

## OPERATIONAL PLAN

## 6 Operational Plan

### 6.1 Process Planning for Manufacturing

### 6.1.1 Process flow chart


6.1.2 Activity chart


### 6.2 Operations Layout



### 6.3 Production Planning

6.3.1 Sales forecast per month

Output per month
Average sales forecast per month $=$ RM60,403.50
The sales price $=$ RM9.30
Number of output per month $=$ Average sales forecast/Sale price per unit RM60,403.50/RM9.30 $=6494$ unit per month

### 6.3.2 Number of output per day

If the number of working days per month is 28 days ( 7 days/week)
$=$ No. of output per month / no. working days per month
$=6494$ unit per month / 28 days
$=231$ unit per day

### 6.3.3 Number of units per hour

Such as daily working hour $=12$ hours
$=$ No. of output per day / daily working hours
$=231$ unit per day / 12 hours
$=19$ unit per hour

### 6.4 Material Planning

### 6.4.1 Material Requirement Planning

6.4.1.1 Raw Material Required per Month (Bill of Material)

| No | Material | Quantity (kg or pcs) | Safety Stock (5\% of quantity) | Total Material Requirement (quantity+safety stock) | Price/Unit (RM) | Total Price(price/unit X total) (RM) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | Sugar | 160 | 8kg | $160+8=168$ | 1.85 | $\begin{gathered} 1.85 \mathrm{X} 168 \\ =310.80 \end{gathered}$ |
| 2 | Stabilizer | 4 | 0.2 kg | $4+0.2=4.2$ | 55.00 | $\begin{gathered} 55.00 \times 4.2 \\ =231 \end{gathered}$ |
| 3 | Emulsifier | 2 | 0.1 kg | $2+0.1=2.1$ | 25.00 | $\begin{gathered} 25.00 \times 2.1= \\ 52.50 \end{gathered}$ |
| 4 | Milk powder substitute+ flavour | 40 | 2 kg | $40+2=42$ | 19.50 | $\begin{gathered} 19.50 \times 42= \\ 819 \end{gathered}$ |
| 5 | Glucose syrup | 14 | 0.7 kg | $14+0.7=14.7$ | 3.00 | $\begin{gathered} 3.00 \text { X } 14.7= \\ 44.10 \end{gathered}$ |
| 6 | Palm oil based fat | 33 | 1.7 kg | $33+1.7=34.7$ | 11.20 | $\begin{gathered} 11.20 \times 34.7= \\ 388.64 \end{gathered}$ |
| 7 | Blue pea powder (colour changing pigment) | 5.6 | 0.28 | $5.6+0.28=5.88$ | 7.00 | $\begin{gathered} 7.00 \times 5.88= \\ 41.16 \end{gathered}$ |
| 8 | Ice cream cone | 4000pcs | - | $4000+0=4000$ | 0.70/box | $\begin{gathered} 4000 \times 0.70= \\ 2800 \end{gathered}$ |
| 9 | Ice cream cup | 4000pcs | - | $4000+0=4000$ | 0.89/pcs | $\begin{gathered} \hline 0.89 \times 4000= \\ 3560 \end{gathered}$ |
| 10 | Ice cream storage containers | 4pcs | - | $4+0=4$ | 2.3pcs/pcs | 0.45 X 4= 1.80 |
|  | total |  |  |  |  | 8249 |

### 6.4.2 Identify supplier

| Material | Material |
| :---: | :--- |
| Sugar | Malayan Sugar Refinery Company |
|  | 5, Jalan Bakti, Kawasan Perindustrian Larkin, |
|  | 80350 Johor Bahru, Johor |

### 6.4.3 List of machine \& equipment

| Machine | No of machine |
| :---: | :---: |
| Ice cream showcase cabinets | 1 |
| Floor Standing Batch Freezer | 1 |
| Ice cream scoops | 2 |
| Dipper wells | 1 |
| Ice cream cone dispenser | 1 |
| Cash machine | 1 |
| Double bowl sink | 1 |

6.4.4 List of machine supplier

| Machine | Supplier |
| :---: | :--- |
| Ice cream showcase | Allied Foodservice Equipment Sdn Bhd |
| cabinets | No. 92-94-96, Jalan Mutiara Barat 6, Off Jalan |
| Floor Standing Batch |  |
| Freezer | Cheras, Taman Taynton View, 56000 Kuala <br> Lumpur, Malaysia. |
| Double bowl sink <br> Ice cream scoops <br> Dipper wells | Big Bath Kitchen Specialist <br> No. 85, Jalan Mutiara Emas 2A, Taman Mount <br> Austin, 81100 Johor Bahru, Johor |
| Ice cream cone | San Jamar Plastic <br> dispenser |
| 3 \& 4, Jalan Pandan Indah 4/6A, Pandan Indah, |  |
| Kuala Lumpur, Malaysia. |  |

### 6.4.5 Machine and Equipment (rental or purchase)

| Item | Quantity | Price/unit <br> (RM) | Total Cost <br> Monthly <br> (RM) |
| :---: | :---: | :---: | :---: |
| Ice cream showcase <br> cabinets | 1 | 6000.00 | 125.00 |
| Floor Standing Batch <br> Freezer | 1 | 5000.00 | 104.17 |
| Ice cream scoops | 2 | 6.00 | - |
| Dipper wells | 1 | 1500.00 | - |
| Ice cream cone <br> dispenser | 1 | 300.81 | - |
| Cash machine | 1 | 500.95 | - |
| Double bowl sink | 1 | 332 | - |
| TOTAL | $\mathbf{7}$ | $13,639.76$ | 229.17 |

### 6.5 Manpower Planning

### 6.5.1 Amount of direct labour required (Calculate for every man power)

Planned Rate of Production per day X Standard production time
Machine productive time per day

- Example: operation executive

|  | $\frac{231}{240 \mathrm{~min}(5 \text { hours x } 60 \text { minutes })} \quad$ X 0.86 min |
| ---: | :--- |
| $=$ | $0.82 @ 1$ operator |

[^0]
### 6.5.2 Schedule of remuneration

| Position | No . | Monthly Salary (RM) | EPF Contribution $(12 \%)$ $(\mathrm{RM})$ | $\begin{gathered} \text { SOCSO } \\ (2.5 \%) \\ (\mathrm{RM}) \end{gathered}$ | Amount ( RM ) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Operation executive | 1 | 2300 | 276 | 57.5 | 2633.50 |
| Production workers | 2 | 1500 | 180 | 37.50 | 3435 |
| Staffs | 4 | 1500 | 180 | 37.50 | 6870 |
| TOTAL |  |  |  |  | 12,938.5 |

### 6.6 Overhead requirement

6.6.1 Operations Overhead (indirect labour/indirect
material/insurance/maintenance and utilities)

| No Types of Overhead | Monthly Cost <br> $($ RM $)$ |  |
| :---: | :--- | :---: |
| 1 | Electricity | 2,500 |
| 2 | Water | 1,000 |
| 3 | Rental | 1800 |
| 4 | Telephone | 400 |
| 5 | Internet | 200 |
| 6 | Box for transportation | 300 |
| 7 | Machine maintenance | 750 |
| 8 | Cleaner | 200 |
|  | TOTAL | 7,150 |

### 6.7 Total Operations Cost

Total Operation Cost $=$ Direct Material Cost (total raw material) + Direct Labor Cost (total remuneration) + Overhead Cost (total operations overhead)

$$
\begin{aligned}
& =\text { RM } 6095.70+\mathrm{RM} 12398.50+\mathrm{RM} 7150 \\
& =\text { RM } 25,644.20
\end{aligned}
$$

### 6.8 Cost per unit

| Cost per unit $\quad$ | $=\frac{\text { Total Operations Cost (RM) }}{\text { Total number of Output (Output per month) }}$ |
| ---: | :--- |
|  | $=$ RM $25,644.20 / 6494$ |
|  | $=$ RM 3.94 per unit |

Factors that been considered for location selection are infrastructure, distance from material supply, price of rental and transportation. Google Maps indicates that this location is close to a residential area. Besides, due to the area's excellent and organised lanes, roads, and traffic lights, traffic is controlled and less congested than in other cities. Lastly, the rental price offered is reasonable and affordable for us to run the business

### 6.11 Business and operation hours

Business hour $=12$ hours per day (10.00 a.m until $10.00 \mathrm{p} . \mathrm{m})$
Operating hour $=13$ hours per day ( 9.00 a.m until 10.00 p.m)

Rest $\quad=30$ minutes $($ morning shift $=1.00 \mathrm{p} \cdot \mathrm{m}-1.30 \mathrm{p} . \mathrm{m})$
$($ evening shift $=7.00 \mathrm{p} \cdot \mathrm{m}-7.30 \mathrm{p} . \mathrm{m})$

Shift $\quad=6$ hours $($ morning shift $=9.00 \mathrm{a} . \mathrm{m}-4.00 \mathrm{p} . \mathrm{m})$ (evening shift $=4.00 \mathrm{p} . \mathrm{m}-10 \mathrm{p} . \mathrm{m})$

Working days $=7$ days per week ( Monday - Sunday)

### 6.12 License, permits and regulations required

We must first acquire a legitimate business licence in order to launch a business in Malaysia. All of the following are crucial: licences, registrations, permits, and approvals. Depending on the establishment's location and type of business, the Pihak Berkuasa Melesen (PBM) may issue a business licence.

### 6.12.1 Business license

- Legal requirement to operate business in location.
- Certificate of registration of business (form D)
- E-SSM business profile.
- Photos of your business premise (front and interior)
- Sample of signboard indicating design and colour.
- Photos showing location of signboard.


### 6.13 Operations Budget

| Item | Fixed Assets | Monthly <br> Expenses <br> (RM) | Other <br> Expenses <br> (RM) |
| :--- | :---: | :---: | :---: |
| Fixed Asset <br> Machines | $13,639.76$ |  |  |
| Working Capital <br> Raw materials |  | 8249.00 |  |
| Other Expenses <br> Deposit rental <br> Doposit ultilities | 13639.76 | 8249.00 |  |
| TOTAL |  |  |  |

### 6.14 Implemation schedule

| Activities | Deadlines | Duration |
| :--- | :---: | :---: |
| Incorporation in business | June - August 2022 | 3 months |
| Application for permites and related <br> licesense | June - August 2022 | 3 months |
| Searching for premis | July - August 2022 | 2 months |
| Premis renovation | Semptember 2022 | 1 month |
| Procurement for machines | October - December 2022 | 2 month |
| Staffs recruitment | October 2022 | 1 month |
| Machines installation | December 2022 | 1 month |

## 7 Financial Plan

7.1 Operating Budget
7.1.1 Administrative Department

| ADMINISTRATIVE BUDGET |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: |
| Particulars | F.Assets | Monthly Exp. | Others | Total |
| Fixed Assets |  |  |  |  |
| Land \& Building | - |  |  | - |
| Office Furniture/Equipment | 13,964 |  |  | 13,964 |
| Renovation | 2,000 |  |  | 2,000 |
|  | - |  |  | - |
|  | - |  |  | - |
| Working Capital |  |  |  |  |
|  |  | - |  | - |
| Rental |  | 1,800 |  | 1,800 |
| Electricity |  | 2,000 |  | 2,000 |
| Salaries, EPF\& SOCSO |  | 27,709 |  | 27,709 |
|  |  | - |  | - |
|  |  | - |  | - |
|  |  | - |  | - |
| Pre-Operations \& Other Expenditure |  |  |  | 1,074 |
| Other Expenditure |  |  | 1,500 | 1,500 |
| Deposit (rent, utilities, etc.) |  |  | 60 | 60 |
| Business Registration \& Licences |  |  | - | - |
| Insurance \& Road Tax for Motor Vehicle |  |  |  | 1,340 |
| Other Pre-Operations Expenditure |  |  | 1,340 |  |
| Total | $\mathbf{1 5 , 9 6 4}$ | 31,509 | 3,974 | 50,373 |

### 7.1.2 Marketing Department

| MARKETING BUDGET |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: |
| Particulars | F.Assets | Monthly Exp. | Others | Total |
|  |  |  |  |  |
| Fixed Assets |  |  |  |  |
| Signboard | 1,100 |  |  | 1,100 |
|  | - |  |  | - |
|  | - |  |  | - |
|  | - |  |  | - |
| Working Capital |  |  |  |  |
| Promotion |  | 1,500 |  | 1,500 |
| Social Media Advertisement |  | 200 |  | 200 |
|  |  | - |  | - |
|  |  | - |  | - |
|  |  | - |  | - |
|  |  | - |  | - |
|  |  |  |  | - |
| Pre-Operations \& Other Expenditure |  |  |  | 1,108 |
| Other Expenditure |  |  | - | - |
| Deposit (rent, utilities, etc.) |  |  | - | - |
| Business Registration \& Licences |  |  | - | - |
| Insurance \& Road Tax for Motor Vehicle |  |  | - | - |
| Other Pre-Operations Expenditure |  |  |  |  |
| Total |  | $\mathbf{1 , 1 0 0}$ |  | - |

### 7.1.3 Operations Department

| OPERATIONS BUDGET |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Particulars | F.Assets | Monthly Exp. | Others | Total |
| Fixed Assets |  |  |  |  |
| Operational Tools | 13639.76 |  |  | 13,640 |
| Equipment(telephone) | 400 |  |  | 400 |
|  |  |  |  | - |
|  |  |  |  | - |
| Working Capital |  |  |  |  |
| Raw Materials \& Packaging |  | 8,249 |  | 8,249 |
| Carriage Inward \& Duty |  | - |  | - |
| Salaries, EPF \& SOCSO |  | - |  | - |
| Utilities |  | 3,500 |  | 3,500 |
| Rental (Machine) |  | 229 |  | 229 |
|  |  | - |  | - |
|  |  | - |  | - |
| Pre-Operations \& Other Expenditure |  |  |  |  |
| Other Expenditure |  |  | 1,250 |  |
| Deposit (rent, utilities, etc.) |  |  | - | - |
| Business Registration \& Licences |  |  | - | - |
| Insurance \& Road Tax for Motor Vehicle |  |  | - | - |
| Other Pre-Operations Expenditure |  |  | $\checkmark$ | - |
| Total | 14,040 | 11,978 | 1,250 | 26,018 |

### 7.2 Project Implementation Cost and Sources of Finance

CAMALEAO AISKRIM
PROJECT IMPLEMENTATION COST \& SOURCES OF FINANCE

| Project Implementation Cost |  | Sources of Finance |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Requirements | Cost | Loan | Hire-Purchase | Own Contribution |  |
| Fixed Assets |  |  |  | Cash | Existing F. Assets |
| Land \& Building |  |  |  |  |  |
| Office Furniture/Equipment | 13,964 |  |  | 13,964 |  |
| Renovation | 2,000 |  |  | 2,000 |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Signboard | 1,100 |  |  | 1,100 |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Operational Tools | 13,640 | 3,640 |  | 10,000 |  |
| Equipment(telephone) | 400 |  |  | 400 |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Working Capital 1 months |  |  |  |  |  |
| Administrative | 31,509 | 25,509 |  | 6,000 |  |
| Marketing | 1,700 |  |  | 1,700 |  |
| Operations | 11,978 | 6,142 |  | 5,836 |  |
| Pre-Operations \& Other Expenditure | 6,332 | 332 |  | 6,000 |  |
| Contingencies $10 \%$ | 8,262 | 5,262 |  | 3,000 |  |
|  |  |  |  |  |  |
| TOTAL | 90,885 | 40,885 |  | 50,000 |  |

7.3 Fixed Asset Depreciation Schedule

| Fixed Asset <br> Cost (RM) <br> Method <br> Economic Life (yrs) |  | Office Furniture/Equipment 13,964 <br> Straight Line <br> 5 |  |
| :---: | :---: | :---: | :---: |
| Year | shoncil Deprexiation | Hacomblated Dequaciation |  |
|  | - | - | 13,964 |
| 1 | 2,793 | 2,793 | 11,171 |
| 2 | 2,793 | 5,586 | 8,378 |
| 3 | 2,793 | 8,378 | 5,586 |
| 4 | 2,793 | 11,171 | 2,793 |
| 5 | 2,793 | 13,964 | - |
| 6 | 0 | 0 | - |
| 7 | 0 | 0 | - |
| 8 | 0 | 0 | - |
| 9 | 0 | 0 | - |
| 10 | 0 | 0 | - |


| Fixed Asset Renovation <br> Cost (RM) 2,000 <br> Method Straight Line <br> Economic Life (yrs) 5 |  |  |  |
| :---: | :---: | :---: | :---: |
| Yar | 小和A" Degaciation | Hachondiad Deareciation |  |
|  | - | - | 2,000 |
| 1 | 400 | 400 | 1,600 |
| 2 | 400 | 800 | 1,200 |
| 3 | 400 | 1,200 | 800 |
| 4 | 400 | 1,600 | 400 |
| 5 | 400 | 2,000 | - |
| 6 | 0 | 0 | - |
| 7 | 0 | 0 | - |
| 8 | 0 | 0 | - |
| 9 | 0 | 0 | - |
| 10 | 0 | 0 | - |


| Fixed Asset <br> Cost (RM) <br> Method <br> Economic Life (yrs) |  | Signboard 1,100 <br> Straight Line <br> 5 |  |
| :---: | :---: | :---: | :---: |
| Yar | shrual Deprecisition | Nacuntudied Dequaciation |  |
|  | - | - | 1,100 |
| 1 | 220 | 220 | 880 |
| 2 | 220 | 440 | 660 |
| 3 | 220 | 660 | 440 |
| 4 | 220 | 880 | 220 |
| 5 | 220 | 1,100 | - |
| 6 | 0 | 0 | - |
| 7 | 0 | 0 | - |
| 8 | 0 | 0 | - |
| 9 | 0 | 0 | - |
| 10 | 0 | 0 | - |


| Fixed Asset <br> Cost (RM) <br> Method <br> Economic Life (yrs) |  |  |  |
| :--- | ---: | ---: | ---: |
| Straight Line |  |  |  |


| Fixed Asset <br> Cost (RM) <br> Method <br> Economic Life (yrs) |  | $\begin{aligned} & \text { Equipment(telephone) } \\ & 400 \\ & \text { Straight Line } \\ & 5 \\ & \hline \end{aligned}$ |  |
| :---: | :---: | :---: | :---: |
| Year | Annck Ayparcistion | sacantadiad Depraciotion | Eind |
|  | - | - | 400 |
| 1 | 80 | 80 | 320 |
| 2 | 80 | 160 | 240 |
| 3 | 80 | 240 | 160 |
| 4 | 80 | 320 | 80 |
| 5 | 80 | 400 | - |
| 6 | 0 | 0 | - |
| 7 | 0 | , | - |
| 8 | 0 | 0 | - |
| 9 | 0 | 0 | - |
| 10 | 0 | 0 | - |

7.4 Loan and Hire Purchase Depreciation Schedule

| LOAN REPAYMENT SCHEDULE |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Amount <br> Interest Rate <br> Duration (yrs) <br> Method |  | REPAYME ,884 | Tite/ Fithne |  |
|  |  | $\begin{aligned} & 40,884 \\ & 5 \% \\ & 10 \\ & \text { Kadar tetap } \\ & \hline \end{aligned}$ |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Year | Frimigas/ | /nterest |  | Fincipa/ Eitance |
|  | - | - |  | 40,884 |
| 1 | 4,088 | 2,044 | 6,133 | 36,796 |
| 2 | 4,088 | 2,044 | 6,133 | 32,708 |
| 3 | 4,088 | 2,044 | 6,133 | 28,619 |
| 4 | 4,088 | 2,044 | 6,133 | 24,531 |
| 5 | 4,088 | 2,044 | 6,133 | 20,442 |
| 6 | 4,088 | 2,044 | 6,133 | 16,354 |
| 7 | 4,088 | 2,044 | 6,133 | 12,265 |
| 8 | 4,088 | 2,044 | 6,133 | 8,177 |
| 9 | 4,088 | 2,044 | 6,133 | 4,088 |
| 10 | 4,088 | 2,044 | 6,133 |  |

### 7.5 Proforma Cashfow Statement

| CAMALEAO AISKRIM CASH FLOW PRO FORMA STATEMENT |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| month | Preoperations | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | - | 10 | ${ }^{11}$ | 12 | Total y 1 | Year 2 | Year 3 |
|  |  | 57.8 | 58,419 | 59,49 | 59.368 | 59.537 | 59.648 | 59,743 | 59.746 | 599 | ${ }^{62.444}$ | ${ }^{63,48}$ | 64,488 |  | ${ }^{869.810}$ | 1,087263 |
| Total Cash inflow | 90,885 | 57,666 | 58,419 | 59,499 | ${ }_{59,368}$ | 59,537 | 59,648 | 59,733 | 59.746 | ${ }_{60,969}$ | 62,404 | 63,48 | 64,488 | ${ }_{815,727}$ | ${ }^{869.810}$ | 1,087,263 |
| CASH OUTFLOW |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | (1, $\begin{array}{r}1.800 \\ 2.00 \\ 27.709\end{array}$ | $\left.\begin{gathered} 1,900 \\ \text { a.2000 } \\ 2,7,090 \end{gathered} \right\rvert\,$ | $\left.\begin{array}{c} 1,800 \\ .2,700 \\ 2,7,00 \end{array}\right)$ | $\left.\begin{gathered} 1,900 \\ \text { a, 2,000 } \\ 2,7,090 \end{gathered} \right\rvert\,$ | $\begin{gathered} \substack{1,800 \\ \text { ano } \\ 27,709} \end{gathered}$ | $\begin{gathered} 1,800 \\ \text { a.2000 } \\ 2,7,09 \end{gathered}$ | $\begin{gathered} \begin{array}{c} 1,000 \\ \text { a.2,00 } \\ 27,700 \end{array} \\ \hline \end{gathered}$ | $\left.\begin{gathered} 1,800 \\ \text { a.2000 } \\ 27,700 \end{gathered} \right\rvert\,$ | ( $\begin{array}{r}1,800 \\ \text { 2,000 } \\ 27.700\end{array}$ | ( $\begin{aligned} & 1.800 \\ & \text { 2,000 } \\ & 27,700\end{aligned}$ | 1,800 2, 200 27,700 | ( $\begin{array}{r}1,000 \\ \text { 2, } \\ \text { 27,709 }\end{array}$ |  | 22, 248 24720 342483 | 23,360 2596 259,977 |
| Marketing Expenditure Promotion <br> Social Media Advertisement |  | 1.500 200 | 1.500 200 | 1.500 200 | 1.500 200 | 1.500 200 | 1.500 200 | 1.500 200 | 1.500 200 | 1.500 200 | 1.500 200 | 1.500 200 | 1.500 200 | ¢ $\begin{aligned} & 18.000 \\ & 2,400\end{aligned}$ | (18.540 | (19,478 |
| Oeperaions Expendiure Cash unchase |  | ${ }_{4} .125$ | 4.125 | 4.125 | 4.125 | 4,125 | 4,125 | 4,125 | 4,125 | 4.125 | 4.125 | 4,125 | 4.125 | 49,44 | 54.43 | ${ }_{81,665}$ |
| Paymentof Accourt Pajbe |  |  | 4,125 | 4,125 | ${ }^{4.125}$ | 4,125 | 4,125 | 4,125 | 4.125 | 4,125 | 4.125 | 4,125 | 4,125 | 45.370 | 49,944 | ${ }_{5} 51,438$ |
| Salaies, EF \& socso |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Rental (Macrine) |  | ${ }_{2} 29$ | 229 | ${ }_{20} 229$ | 3.500 229 | 3.500 229 | ${ }_{\text {coser }} 229$ | 3.500 229 | 3.500 229 | 3.500 229 | 3.500 229 | 3.500 229 | ${ }_{2} 2900$ | ${ }^{42,748}$ |  |  |
| Other Expendiure |  | 3,432 |  |  |  |  |  |  |  |  |  |  |  | 3,432 | ${ }^{3.535}$ | 3.712 |
| Deposit (ten, wities, ete.) | 1.500 |  |  |  |  |  |  |  |  |  |  |  |  | 1.500 |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  | 60 |  |  |
|  | 1.340 |  |  |  |  |  |  |  |  |  |  |  |  | 1.340 |  |  |
| Pruchase of fived Assests - Land 8 Buibing |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Prentase of Fived Assels - Others | 31,04 |  |  |  |  |  |  |  |  |  |  |  |  | 31,04 |  |  |
| 俍 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | 341 | 341 | 341 | ${ }_{34} 1$ | 341 | 341 | ${ }_{34} 4$ | 341 |  | 341 | ${ }_{34}$ | 341 | 4088 | 4,088 |  |
| Herest |  | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 2.044 | 2.044 | 2.044 |
| Tax Payabe |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total cash outmow | 34,04 | 45,006 | ${ }^{45,5988}$ | 45.598 | 45.698 | 45.698 | 45.688 | 45,988 | 45.698 | 45.698 | 45.988 | 45.988 | 45.688 | 581,688 | 570,159 | ${ }^{625,334}$ |
| CASH SURPLUS (DEFFICT) | 56,881 | ${ }^{12,660}$ | 12,721 | ${ }^{13,751}$ | ${ }^{13,669}$ | 13,839 | 13,950 | 14,045 | 14,048 | 15,270 | 18,706 | 17,749 | 18.750 | 234,039 | 299,652 | 461,22 |
| BEGMNING CASH BLALANCE |  | 56,881 | 69,541 | 82.262 | 96,012 | 100,682 | ${ }^{123,520}$ | 137,770 | ${ }_{151,516}$ | 165.563 | 180,834 | 197,500 | 215.289 |  | 234,039 | 533,691 |
| ENDIMG Cash balance | 56.881 | 69,541 | ${ }_{82} 282$ | 96,012 | 109,882 | ${ }^{123,520}$ | 137,700 | ${ }^{151,516}$ | 165.563 ) | ${ }_{180,384}$ | 197,500 | 215,299 | ${ }_{2} 23,039$ | 234,039 | 533,691 | 995,619 |

### 7.6 Proforma Income Statement

| CAMALEAO AISKRIM PRO-FORMA INCOME STATEMENT |  |  |  |
| :---: | :---: | :---: | :---: |
|  | Year 1 | Year 2 | Year 3 |
| Sales | 724,842 | 869,810 | 1,087,263 |
| Less: Cost of Sales |  |  |  |
| Opening Stock of Finished Goods |  | 300 | 450 |
| Production Cost | 146,044 | 157,535 | 214,458 |
| less: Ending Stock of Finished Goods | 300 | 450 | 495 |
|  | 0 | 0 | 0 |
|  | 145,744 | 157,385 | 214,413 |
| Gross Profit | 579,098 | 712,425 | 872,850 |
| Less: Enpenditure |  |  |  |
| Administrative Expenditure | 378,108 | 389,451 | 408,924 |
| Marketing Expenditure | 20,400 | 21,012 | 22,063 |
| Other Expenditure | 3,432 | 3,535 | 3,712 |
| Business Registration \& Licences | 60 |  |  |
| Insurance \& Road Tax for Motor Vehicle |  |  |  |
| Other Pre-Operations Expenditure | 1,340 |  |  |
| Interest on Hire-Purchase |  |  |  |
| Interest on Loan | 2,044 | 2,044 | 2,044 |
| Depreciation of Fixed Assets | 3,413 | 3,413 | 3,413 |
| Total Expenditure | 408,797 | 419,455 | 440,155 |
| Net Profit Before Tax | 170,301 | 292,970 | 432,695 |
| Tax | 0 | 0 | 0 |
| Net Profit After Tax | 170,301 | 292,970 | 432,695 |
| Accumulated Net Profit | 170,301 | 463,271 | 895,966 |


7.8 Financial Ratio Analysis

### 7.8.1 Liquidity Ratios

### 7.8.1.1 Current Ratios



### 7.8.1.2 Quick Ratios



### 7.8.2 Efficiency Ratios

### 7.8.2.1 Inventory Turnover Ratios <br> (table and graph)

### 7.8.3 Profitability Ratios

### 7.8.3.1 Gross Profit Margin

(table and graph)

### 7.8.3.2 Net Profit Margin

(table and graph)

### 7.8.3.3 Return on Assets

(table and graph)

### 7.8.3.4 Return on Equity



### 7.8.4 Solvency Ratios

### 7.8.4.1 Debt to Equity



### 7.8.4.2 Debt to Assets

(table and graph)

### 7.8.4.3 Time Interest Earned

(table and graph)

## CONCLUSION

## CONCLUSION

Ultimately, after researching the business opportunity and brainstorming ideas about the business, we all agreed that Camaleao Aiskrim would be our best choice. We are confident that Camaleao will be accepted and well-known in our community because it is Malaysia's first color-changing ice cream. Furthermore, we are eager to try extraordinary and difficult-to-find foods. Aside from that, we believe Camaleao Aiskrim will generate enough profits to cover all of the expenses. We also believe we will not suffer losses in the first three years of operation.

In terms of financial analysis, Camaleao Aiskrim can meet its short-term obligations and cover its current liabilities with current, or liquid, assets. It is because the Financial Analysis revealed that our liquidity ratio, which includes both current and quick ratios, is increasing with the exception of the third year, which is decreasing. It means that our company has enough cash to invest in other areas. Our investment profitability is doing very well, as our return on investment has dropped to $40 \%$ in the third year. Camaleao Aiskrim will be stable and successful in three years because our debt-to-equity ratio fell to 0.1 in the third year. A good debt-to-equity ratio is generally less than 1.0 , while a risky debt-to-equity ratio is greater than 2.0.

To summarise, Camaleao Aiskrim is the best project to satisfy the human desire for color-changing ice cream at a affordable price. As previously stated, our mission is to delight and serve our customers the first color-changing ice cream at a reasonable price that satisfies human desire. Customers can easily purchase the ice cream at Cameleao Aiskrim because it is strategically located in the middle of the city and near a suburban area. Finally, completing this ENT300 business plan has provided us with the best opportunity to establish our own company.


[^0]:    ** Standard production time $=$ one process cycle in minute/ quantity product per cycle

