



اُنْدِيُوْنِيسِيْ بُنْدِكُوْ لُوْكِيْ فَايْرَا
UNIVERSITI
TEKNOLOGI
MARA

UiTM CAWANGAN NEGERI SEMBILAN

KAMPUS KUALA PILAH

DIPLOMA IN MICROBIOLOGY (AS114)

ENT 300

N3AS1145A2



BUSINESS OPPORTUNITY ACTIVITY GROUP REPORT

NO.	NAME	STUDENT ID
1.	ZURINA SAFFIYAH BINTI ZAINAL ABIDIN	2022847252
2.	MUHAMMAD KHAIRI NAJMUDDIN BIN MOKHTAR	2022881436
3.	NURUL AQILAH BINTI MOHAMAD YAZID	2022822636
4.	MUHAMMAD FAKHRUL HISHAM BIN FIKHRURAZI	2022896632

LECTURER NAME: DR. SAZLIN BINTI SHARIFF

TABLE OF CONTENT

NO	TITLE	PAGE
1.0	EXECUTIVE SUMMARY	4
2.0	BUSINESS BACKGROUND	6
3.0	PARTNERS BACKGROUND	7 - 8
4.0	ADMINISTRATION PLAN 4.1 BUSINESS MISSION, VISSION AND OBJECTIVES 4.2 LOGO & DESCRIPTION 4.3 ORGANIZATIONAL CHART 4.4 ADMINISTRATION PERSONNEL SCHEDULE 4.5 REMUNERATION SCHEDULE 4.6 OFFICE EQUIPMENT AND SUPPLIES 4.7 ADMININSTRATION BUDGET	9 - 17
5.0	MARKETING PLAN 5.1 MARKETING OBJECTIVES 5.2 PRODUCT OR SERVICES 5.3 TARGET MARKET 5.4 MARKET TRENDS AND SIZES 5.5 ASSESSING COMPETITION 5.6 FORECASTING SALES 5.7 MARKETING STRATEGY 5.8 MARKETING PERSONNEL 5.9 MARKETING BUDGET	18 - 35
6.0	OPERATIONAL PLAN 6.1 PROCESS PLANNING 6.2 OPERATIONS LAYOUT 6.3 PRODUCTION PLANNING 6.4 MATERIAL PLANNING 6.5 MACHINE AND EQUIPMENT PLANNING 6.6 MANPOWER PLANNING 6.7 OVERHEADS REQUIREMENT 6.8 LOCATION PLAN 6.9 BUSINESS AND OPERATIONS HOURS 6.10 LICENSES, PERMIT AND REGULATIONS REQUIRED 6.11 PROJECT IMPLEMETATIONS SCHEDULE 6.12 OPERATIONS BUDGET	36 - 61
7.0	FINANCIAL PLAN 7.1 BUDGET 7.2 PROJECT IMPLEMENTATION & SOURCES OF FINANCING 7.3 PRO – FORMA CASH FLOW (3 YEARS) 7.4 PRO – FORMA INCOME STATEMENT (3 YEARS) 7.5 PRO – FORMA BALANCE SHEET (3 YEARS)	62
8.0	CONCLUSION	63
9.8	APPENDICES	64

1.0 EXECUTIVE SUMMARY

TropicCream is a small-scale coconut milk ice cream manufacturer based at Jalan University 46, Sri Gading, 83000 Batu Pahat, Johor. It operates as a sole proprietorship and serves healthy, creative, plant-based alternatives to traditional ice cream for increasingly demanding vegan and lactose-free desserts. The intent behind the business is consumption without guilt for health-conscious people and those on special diets including lactose intolerance and dairy allergies. We use rich, creamy coconut milk and nature's sweeteners in our products where our treat is pleasant, nutritious, and without chemicals added. TropicCream caters to the need of health Malaysians and lures in tourists after unique wholesome dessert experiences.

With a home base in Malaysia, TropicCream is innovative in running the business in the food and beverage industry. All of its products are intended for defeat market segments, designed in such a way to panic about different dietary needs fulfillment from various segments which ultimately sets up TropicCream as a leader among the emerging plant-based dessert market.

This business plan is primarily to throw up financial legs to support the functioning and growth of TropicCream. This includes the unique value proposition of the business, potential market, and profitability in line of fetching support from investors and financial institutions. This also acts as a guiding tool in operations to ensure that all departments like sourcing, production, marketing, and distribution tread the same path.

The intent behind the business is consumption without guilt for health-conscious people and those on special diets including lactose intolerance and dairy allergies. We use rich, creamy coconut milk and nature's sweeteners in our products where our treat is pleasant, nutritious, and without chemicals added. TropicCream caters to the need of health Malaysians and lures in tourists after unique wholesome dessert experiences.

With a home base in Malaysia, TropicCream is innovative in running the business in the food and beverage industry. All of its products are intended for defeat market segments, designed in such a way to panic about different dietary needs fulfillment from various segments which ultimately sets up TropicCream as a leader among the emerging plant-based dessert market.

This business plan is primarily to throw up financial legs to support the functioning and growth of TropicCream. This includes the unique value proposition of the business, potential market, and profitability in line of fetching support from investors and financial institutions.

This also acts as a guiding tool in operations to ensure that all departments like sourcing, production, marketing, and distribution tread the same path.

2.0 BUSINESS BACKGROUND

1. Basic Information:

- Business name: TropicCream.
- Business location: Jalan University 46, Sri Gading, 8300 Batu Pahat, Johor
- Legal form: Sole proprietorship

TropicCream is a coconut milk-based ice cream business that are inspired by the growing trends of the health-conscious consumer along with the increasing demand for vegan and lactose-free product. The business are located in Batu Pahat, Johor. The business operated as a sole proprietorship, allowing for efficient decision-making and complete control over the business.

2. Reasons for Starting the Business:

TropicCream was founded with a vision of providing a healthier choice of ice cream, alongside serving as a dairy-free alternative to a traditional ice cream. Coconut milk is not only rich and creamy but also caters to the growing rates of consumer demanding for a plant-based, lactose-intolerant friendly and allergen-friendly dessert options.

This business will mainly solves the problem faced by multiple groups in Malaysia, ranging from the health conscious groups to group of people with diverse dietary needs. Most Malaysian and tourists are now looking for an indulgent yet healthy desserts. TropicCream product will solve the problem by offering a nutritious alternative that are not only vegan-friendly but also free from artificial additives. Furthermore, it also solve the problem to the underserved segments of those with lactose intolerance and dairy allergies by providing a dairy-free ice cream product.

This business will fulfil various needs in the society in today's world, including providing and increasing the innovative and unique food experiences in Malaysia's food and beverage industry. Next, it also offers a guilt-free indulgence mainly to attract the health-conscious consumer along with consumers with various dietary needs.

3. Purpose of Preparing the Business Plan:

There are multiple purpose of preparing this business plan, one of which is to seek financial funding. This business plan contain detailed outline of our business's unique value proposition, market potential and the profitability of TropicCream in order to secure funding from investors and other financial institutions.