



ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN
MOUNT ICE NABALU

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1.0 INTRODUCTION

Mount Ice Nabalu is about a new ice cream (ChicCream) that we come out with a new flavour and difference tester with the other ice Cream has existing the market today. Our business located at 2nd floor One Borneo, Kota Kinabalu, Sabah.

While there are many Ice Cream shop everywhere, Mount ice's Nabalu will attract attention based on our added substance to our customers. Through unheralded customers attention, for Mount ice's nabalu CHICCREAM will slowly but surely our Chiccream will gain market, and will creating long-term relationships with our customers.

Moreover, we are believed that we will successfully compete with our competitors in a few years ahead. This is because nowadays people like a new experience for something that them do. They want get a satisfaction from what their invest. We Mount Ice's Nabalu ChicCream, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The is because as we know in order to reduce a stress for example ice Cream sometime can help and because of our weather in Malaysia made people more concern with a sweet tester and cool.



2.0 PURPOSES

As we know business plan is one of the tools that required to be prepared in order to open the business. Business plan is written documents which describe the purposed business to be undertaken in the comprehensive manner. It is also known as a project paper, working paper, business proposal or prospectus.

A business plan is a written summary of entrepreneur, purpose business venture; it's operational and financial detail, its target market opportunities and strategies, and its manager's skill and ability. The plan serves as an entrepreneur's road map on a journey toward building a successful business.

It described the direction of the company is taking, what its goal are, where it's want the company to be, and how it's going to get there. They are many purposes of business plan as below:

- To give a chance to entrepreneur to view evaluate the business
- To make a research and evaluate whether the business are having profit or loss
- The venture capitalist, investor and banker in order to raise capital and obtain support for the venture
- As guidelines to routine management in the business
- To give management an opportunity for entrepreneur to assess, view an appreciate the business venture objectively, critically and practically.