



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

KRIMY'S ENTERPRISE

BUSINESS PLAN

PREPARED BY:

HAMIDAH ABD. HAMID	2009497094
NORAFIDAH ADIN	2009899108
SHARIFAH MARLINA BT. HAMID	2009820366
SITI MASURA PUASAH	2009852228
SITI ZURAIKAH ABD. KARIM	2009663466

9 MARCH 2012

Table of Contents

Acknowledgment.....	2
Letter Of Submission	3
Executive Summary	4-5
Business plan Purposes	6
Background Company	7-14
Partnership Background.....	15-19
Administration plan.....	20-32
Marketing Plan.....	33-56
Operation Plan.....	57-80
Financial Plan.....	81-108
Conclusion.....	109
Reference.....	110



HAMIDAH BINTI ABDUL HAMID

TAMAN INDAH JAYA, BLOCK 133 LOT 1325

POSKOD 90907, SANDAKAN

Acknowledgement

It would not have been possible to write this report without the help and support of the kind people around us, to only some of whom it is possible to give particular mention here. I, HAMIDAH BINTI ABD HAMID would like to say thanks to all people around us that help and support us.

Above all, we would like to express special thanks of gratitude to our Fundamentals of entrepreneurship course lecturer sir Kamarulzaman Ishak who teaches us well. As a result, we came to know about so many new things related how to do a business proposal. We are really thankful to him.

Secondly, we would like to thank our family and friends who have given us unconditional support throughout, as always, for which our mere expression of thanks does not suffice. I would also like to acknowledge the all my group for this project which is NORAFIDAH BINTI ADIN, SHARIFAH MARLINA BINTI SH ABD HAMID, SITI MASURA BINTI PUASAH AND SITI ZURAIKAH.

Last but certainly not least, we thank our entire Operation Management classmate for the great help they have given through all this semester. This class has been really fun to be in and we wish them all the best in the finals.



1.0 Executive Summary

Krimy's Enterprise is a partnership business and doing a retail business. Its main activity is producing a fried ice cream and sent it to every market. Our brand for the product is "aiskrimoo". We choose krimy's Enterprise as our company's name because it easy for people to remember it and it relate with our product's brand. Selecting the location Krimy's enterprise is based on strategic place for our operation in factory.

Purpose businesss of krimy's Enterprise is to fulfill need and want society in Sabah to try a new product of "aiskrimoo" which is fried ice cream that a new for them. Next is providing a high quality product like a consumer taste. Besides that, the purpose is to enter in Sabah market. It because this product still not available in Sabah. So, our company wants to take this opportunity to start the business and enter the market.

As an entrepreneur, we will always find or create something new and innovate the product to become different from our competitor. Krimy's Enterprise has a good and creative idea to upgrade the product from time to time. So, the prospect will not disappoint with the Aiskrimoo's product.

Like other business, our company also has a competitor but our competitor is at peninsular Malaysia. It because fried ice cream only exist in peninsular Malaysia. But it does not mean that we no need to compete with them just because they are in peninsular Malaysia. We will try the best to compete with them and take a competitive advantage.

The financial of Krimy's Enterprise is from a loan and contributes by each partner. All partnership agrees to contribute 24% from our capital to start a business and 76% from a loan.

The analysis that have made from the research, we find that Aiskrimoo's product will became a first choice in the future and remain grow because our company can give a good product that have a high quality product.



2.0 Business plan purpose

Business plan is done by a person who wants to be an entrepreneur. The purposes of Krimy's enterprise preparing a business plan are:

- ✓ **As a guideline in manage a business and specialization a systematic task.**

The business plan that we develop is also lead us to be analytical and critical thinking when conducting and planning the development of the business, be more alert with the business flow hence it will reduce the certain uncertainty that we cannot predict if problems occur. With the great guideline in the business plan it helps us to manage our business more effective and efficient also to be more systematic. Throughout our business development, this business plan is used as reference and guideline when managing our operations effectively.

- ✓ **To convince and get a belief from a bank or other relevant financial institutions to give a loan or financing facilities.**

The business plan is prepared to get a loan from bank or any financial institutions to support our business by providing the capital for us to run the business. All the partnership agrees to contribute in total of RM 6773, but for the general manager she will contribute RM7003. So we need to have about RM 108 840 loan for us to run the business operation smoothly.

- ✓ **To evaluate the project viability and growth potential.**

Through the business plan also we can evaluate the demand and the growth potential of our product in the market. This can help us to make a projection on supply by months and help us to plan our marketing strategies.