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FUNDAMENTAL OF ENTREPRENEURSHIP

GLACEE GELATARIA

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EXECUTIVE SUMMARY

The name of our partnership is SYER & PARTNERS. Our business is basically to produce premium ice cream (gelato) with the brand of glacée - which comes from the word of 'ice' in France. Gelato is originally comes from Italy. It differs from regular ice cream in term of its main ingredients and texture. As a start, we will introduce 8 flavours of gelato. Apart from gelato, we are also going to sell 8 flavours of nutritious fresh juices, with different nutrients and health benefits for each juice.

Our target customer is people with high health conscious. This is because they are willing to pay more for the value of the product even though the price is a bit expensive. Moreover, the gelato that we are going to produce is with high quality and the finest ingredients that can satisfy our potential customers' wants and preferences.

Our business is operating at Suria Sabah, Kota Kinabalu. As for the start, we rent a kiosk that located at the lowest ground of Suria Sabah Mall nearby fast foods outlets such as The Chicken Rice Shop, KFC, Pizza Hut, Secret Recipe and Sushi King. We choose this place as our business operation because it is advantageous in every aspect. In fact, Kota Kinabalu is the central business unit. Glacée Gelataria is expected to commence on 1st January 2013.

We believe our business is going to expand in the second year of operation, where the sales will increase by 10% and 15% in the third year.

1.1.2 INDUSTRY VIEW AND BUSINESS OPPORTUNITY

Gelato is come from Italy literally means “frozen”, but it basically used to specify the Italian type of ice cream. After several years, the market of Gelato is expanding throughout worldwide.

In peninsular Malaysia specifically, there are many people involved in producing and selling premium ice cream gelato. Unfortunately, in Sabah it is hardly found people who involved in producing and selling premium ice cream Gelato. Here, we can see the business opportunity of producing and selling premium ice cream gelato. Thus, by looking to the business opportunity for this industry, we have create a business proposal to venture in this industry.

1.1.3 VISION AND MISSION

VISION

Be a well known premium ice cream maker and become the leading producer ice cream industry in Malaysia.

MISSION

1. Produce quality premium ice cream that can satisfy customers' wants.
2. Introduce new premium ice cream flavour and side menu related to ice cream from time to time.
3. Expand the business in the market by opening branches throughout Malaysia.

1.1.4 BUSINESS OBJECTIVES

1. To maximize partners wealth.
2. To fulfil customers' wants and preferences of premium ice cream for all ages.
3. To strengthen position of the business in the premium ice cream maker industry in Malaysia.
4. To increase annual sales and revenues in the second year by 10%.
5. To expand the business around Kota Kinabalu in two years.
6. To open more branches throughout Sabah such as in Tawau and Sandakan in the forth year.
7. To enter the peninsular Malaysia market after five years.