



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF PLANTATION AND AGROTECHNOLOGY  
DIPLOMA IN PLANTING INDUSTRY MANAGEMENT (AT110)

FUNDAMENTALS OF ENTREPRENURSHIP

ENT300

BUSINESS PLAN

FOOD INDUSTRY :

SHAYBNA SAIHAN ICE-CREAM

PREPARED FOR :

AZEMAN BIN ABD MAJID

PREPARED BY :

MEMBERS	ID STUDENT
NUR UMAIRA' BALQIS BINTI JAHYA	2018633242
NURUL SHAYKILA AHTIRAH BINTI AHMAD	2018204066
SITI SYAZZWANA AFZA BINTI SAIFULLAH	2018693528
MUHAMMAD FARIS FARHAN BIN RUSLAND	2018662486
MUSAIRIE BIN MAZLAN	2018205108

## LETTER OF SUBMISSION

Diploma in Plantation Industry Management (AT110)  
Faculty of Plantation and Agrotechnology  
Universiti Teknologi MARA Pahang  
26400 Jengka Pahang

16<sup>st</sup> December 2020

Mr Azeman Bin Abd Majid  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Pahang  
26400 Jengka Pahang

Sir,

### **Submission of the Business Plan (ENT 300)**

Based on the title state below, we would like to propose our business plan in the name of Shaybna Saihan Ice-cream, which consists of all about the business. For example, the location of business at Bandar Pusat Jengka, Pahang.

2. This report has important components and aspects that are considered at the beginning of business. It consists of business profile, organization, financial, marketing and operation aspects and information about business.

Below is the list of the group members that were involved in completing this business plan:

NUR UMAIRA' BALQIS BINTI JAHYA	2018633141
NURUL SHAYKILA AHTIRAH BINT AHMAD	2018204066
SITI SYAZZWANA AFZA BINTI SAIFULLAH	2018693528
MUHAMMAD FARIS FARHAN BIN RUSLAND	2018662486
MUSAIRIE BIN MAZLAN	2018205108

Thank you,

Yours sincerely

.....sairie.....  
( MUSAIRIE BIN MAZLAN)  
General Manager

## ACKNOWLEDGEMENT

In the name of the Most Merciful and the Most Gracious, praise to Him, we can finally finish this business plan project for subject Fundamentals of Entrepreneurship (ENT300), University of Technology Mara (UiTM).

Firstly, we would like to thank our beloved lecturer, Encik Azeman Bin Abd Majid, for his support and non-stop help in doing this project. We are so grateful to have him as our lecturer because he does not give up consulting and giving suggestions and opinions to us. His effort in helping us in every way us an unforgettable memory, and we will not forget it.

To our team members, Nur Umaira' Balqis binti Jahya, Nurul Shaykila Ahtirah binti Ahmad, Siti Syazzwana Afza binti Saifullah, Muhammad Faris Farhan bin Rusland and Musairie bin Mazlan for giving unlimited time and commitment in preparing this business plan project. For all those sweats, blood, and tears while completing this project will be paid off someday.

Last but not least, to our understanding family for always behind our backs. They help us in giving opinions and share the knowledge that they know about the business. Other than that, they also provide us with money to finish this project. It because we need the internet to do research or do a discussion with our groupmates. Not to forget, we would like to thank our fellow friends for their feedback and suggestion. We are very thankful to those who involve with our project directly or indirectly

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## EXECUTIVE SUMMARY

Our business idea is to create a new place for people to have different type of dessert. As we know at Jengka, there is no cafe that sell dessert like fruity ice cream. From that, we get an idea to open a business that can help people trying something new. According to our research, we find that nowadays, stress had become one of the increasingly popular topics of discussion over the last couple of decades. Stress is the feeling of being under too much mental or emotional pressure. Pressure turns into stress when you feel unable to cope. People have different ways of reacting to stress. Many of life's demands can cause stress, particularly work, study, relationships and money problems. The solution of handling stress among them can be solve with eating some sweet dessert likes ice cream.

Furthermore, the Shaybna Saihan ice cream provide comfortable space for customer in the cafe to enjoy their fruity ice cream. Our goals is all people in Jengka from urban areas who study and work nearby to try this mouth-watering dessert.. It was opportunity to that city to improve and become more modern. However, to open this business we also face some risk. For example, the community in the town. Our business was located at Bandar Tun Abdul Razak, meanwhile more people was stay out from Bandar Tun Abdul Razak.