



**UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA KINABALU**

DIPLOMA IN TOURISM MANAGEMENT

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)**

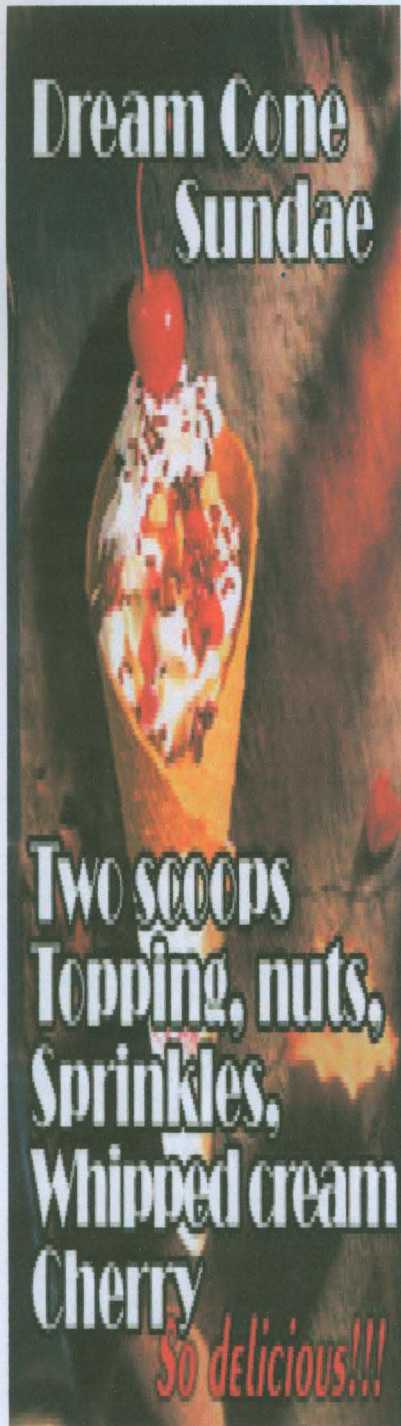
**BUSINESS PLAN REPORT ON :
“DREAM CONES”**

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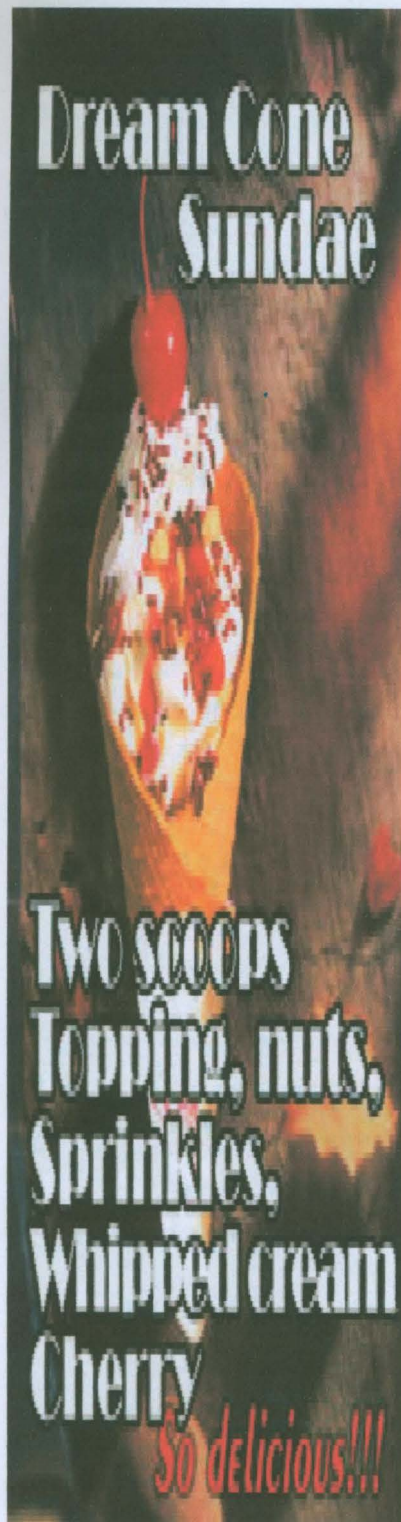
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Preface

What makes UiTM different and unique from any other institution is they include an Entrepreneurship subject in the course syllabus. This type of study is a good effort shown by the University. They are actually exposing and introducing a new way to guide the student on how to be a successful entrepreneur or businessman. Unfortunately, one cannot always get what they want in real life. Therefore, we should always have other alternatives for backup. By educating the student with this type of approach, they may turn to be a successful entrepreneur in any field that they venture in the future. The Entrepreneurship subject is not a waste of time for student who are not taking business-oriented course such as Science or Law student. UiTM students are fortunate because they can apply this subject when they go out working later. Why we are saying this? Let say student who wish to do business but wants to venture into agriculture as well can become a researcher and entrepreneur at the same time by finding new ways on how to increase the productivity of their product.

ETR 300 also gives the students a deeper understanding on the importance of discipline in entrepreneurship. As entrepreneurship study is concerned with the entrepreneurial behavior, the dynamics of the business set up and expansion and development. At the end of the ETR 300 session, student should understand the various theories and concepts of entrepreneurship. In this subject, student is required to come out with a business plan of their own business selection. Throughout the completion of this report, we have indeed learned a lot about the procedures that involved in starting a new business.

Acknowledgement

Above all good and bad times that we had gone through in doing this report, we would like to thank God for all of His guidance. Secondly, we would like to expressed our heartiest gratitude to our tutor lecturer, Miss Rapheedah Musneh, who had gives us a full support to complete this business plan and willing to give all of her knowledge to us. We also like to thank **Dream Cones** for all the information that they had provide for us to come out with this business plan.

INTRODUCTION

Not to forget to our beloved family, their support is the pillar of our success, sorry for being so hard headed at times. Lastly, we would like to give thanks to all of our friends especially to our beloved classmates, whom all this while have been supporting us and kept giving sunshine during our crucial time.

DREAM CONES