

UNIVERSITI TEKNOLOGI MARA (UiTM)
KOTA KINABALU CAMPUS

ENTREPRENEURIAL STUDIES
(ETR 300)

DR. ICE CORNER

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Dr. Ice Corner

ETR 300
Dr. Ice Corner

PREFACE

Firstly, we are deeply grateful to God because with His blessing, finally we have finished and completed this business plan. We would like to give our appreciation to UiTM-MEDEC for giving this opportunity to accomplish a business plan in order to fulfill the UiTM vision that is to create students with entrepreneurship.

We would like to thank our ETR 300 lecturer and tutor, Prof. Madya Mat Yassin and Madam Norsatryani Zaini for their dedication, guidance, instruction and advice in teaching and helping us to accomplish this business plan. We also would like to appreciate the cooperation from the Sales Representative of Kian Yap Trading (Sabah) Sdn. Bhd, Michael Teo Wei San, for helping and giving us the information about Nestle in order to complete this task.

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Finally, we would like to acknowledge the help and encouragement of our families, colleagues and all who have in one way or other contributed to the completion of this business plan.

Our business commencement will be on January 2007. There are many factors that leading us in selecting this business. The main factor in selecting this business is to introduce and expose the variation menu of ice cream to the public. Besides that, we also want to introduce and promote the local fruits to the public, especially the tourists, by serving ice cream and drinks based on the local fruits. Thus, the uniqueness of this business will give high potential in order to get



1.0 INTRODUCTION

Our business is a partnership business that focuses on products. Dr. Ice Corner is a business that mainly selling ice cream and drinks. Based on our business name, the word Dr is stand for drinks and the word Ice is stand for ice cream. Specifically, our cafe serves variety kind of ice cream and drinks that made up by local fruits.

We choose to do this business because from our observation, we found that there is no business that mainly selling and serving sole ice cream to the public at Kota Kinabalu City except in the prominent hotel such as Hyatt Hotel. Thus, we want to take this opportunity to introduce the variation menu of ice cream to the public from all levels. Apart from that, our government also encourages us to take part in the Restaurant Industry in order to create healthy competition and to develop this industry.

Our business is located at KK Plaza. It is the most strategic and suitable place to run this business because KK Plaza is one of the prominent shopping complexes in Kota Kinabalu City and it has its own visitors. Thus, it can ease us to attract our own customers. Besides that, we can get the supply of fruits easily from the Pasar Besar Kota Kinabalu as the KK Plaza building is located near to the market. Moreover, we can buy our materials easily at the Servay Hypermarket that is also located in the KK Plaza building.

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