



**MARA UNIVERSITY OF TECHNOLOGY**  
**SABAH BRANCH**

**ICE WORLD**  
**EDIBLE ICE MANUFACTURING & DISTRIBUTOR**

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بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

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HAKMILIK  
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Sabah

## **2.0 MARKETING PLAN**

### **2.1 PRODUCT SERVICE AND DESCRIPTION (CONCEPT)**

Ice World is one of the Edible Ice distributors in Sabah, and it runs its business in KOTA KINABALU INDUSTRIAL PARK (K.K.I.P). Due to the current needs and high demand of Ice Cube, we as the first Bumiputera in this industry want to fulfill the surplus of ice that might happen in the future. On top of that, since there is only few companies that are involved in this field.

Other than that, our business also provides the delivery services for our customers. All they have to do is just to give us a call and we will immediately deliver the ice cube to them as soon as possible.

Our business has its own strength. Health aspect is our main concern. We used the Ultra-Violet system in order to keep the water clean and save to consume. The packaging also must be in the best condition. Our quality is highly guaranteed instead of having the attractive packaging style. Then, obviously our aim is to be different from the other competitors. Besides that, we can also deliver the ice to our customers on time. Then, the discount is also will be given for those who are coming to our factory to buy our ice cube.