UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

ICE IN WONDERLAND.

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Introduction of The company's Background.

Ice Wonderland is a brand new ice cream shop in town. It is created to give the first and foremost new leisure not only for children who loves ice cream, but also for teenager, working people and family. Ice Wonderland focus its menu obviously only on ice cream with variety types of its. Such as, we have flavors of the month, classic flavors, seasonal flavors, and regional flavors. For soft serve, we have cups and cones, soft serve sundaes and fruit cream. As for sundaes, we have premium sundaes, classic sundaes and soft serve sundaes. We also serve cakes, such as classic cakes, fudge crunch cakes, roll cakes, pies and cupcakes. As for beverages, we have shake, fruit blast, fruit blast smoothies, fruit cream, floats, freezes and soft drinks.

Why we choose an ice cream shop?

The idea to open up an ice cream shop came after we did some researched and studied that ice cream really can makes people happy. Our ice cram shop is created to give the first and foremost new leisure not only for children who loves ice cream, but also for teenager, working people and family. We want our customer happy and at the same time, to approve people that the statement is really true. We want people to experience the pleasurable tastes and the smooth textures of our ice cream and then their mood suddenly can change to happy.

Business Plan Purposes.

❖ To allow entrepreneur to view and evaluate the proposal business venture in an objective, critical and practical manner.

With a Business Plan, we have solid and well-grounded information to supplement the planning and decision-making process. This way, we have more realistic and practical in our business plan.

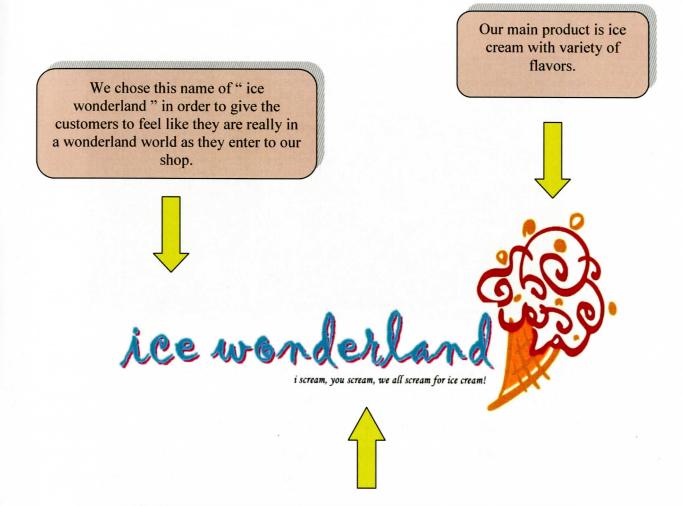❖ As a guideline for managing the business.

The Business Plan also can be used as a guideline for managing the proposed venture. In preparing the Business Plan, we has thought out and laid down the plans and strategies for running the venture. When the venture becomes a reality, the plans and strategies outlined in the Business Plan will be an important benchmark to help our gauge progess.

❖ To allocate business resources effectively.

Normally, small businesses have limited resources at their disposal. Hence, these resources need to be allocated effectively so as to avoid unnecessary wastage and to ensure optimum returns on investment. The Business Plan can help with the planning, distribution and monitoring of these resources.

ice wonderland
i scream, you scream, we all scream for ice cream!

Logo Description.

Our main product is ice cream with variety of flavors.

We chose this name of " ice wonderland " in order to give the customers to feel like they are really in a wonderland world as they enter to our shop.

ice wonderland
i scream, you scream, we all scream for ice cream!

'I scream, You scream, We all scream for Ice Cream!' is this shop's quote, as you can buy happiness by buying ice cream as its meaning. There are many forms of enjoyment in life. There is spontaneous pleasure, anticipated pleasure, there is long-term happiness and there are spur-of-the-moment joys. Also to show how smooth and soothing our ice cream would be. For people everywhere, ice cream has probably