



UNIVERSITY TEKNOLOGY MARA PULAU PINANG

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

EPISTYLIA ICE CREAM ENTREPRISE

PUAN HAYATI BINTI HASSAN

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Contents	page
Executive summary	
1.0 introduction	2
1.1 purpose of business plan	
1.2 company logo	3
1.4 business background	4
1.5 partnership agreement	5
1.6 term and condition	6
1.7 partner's background	8
2.0 administrative plan	12
2.1 organizational chart	13
2.2 location plan	14
2.3 location of the business	15
2.4 map of epistylia ice cream	16
2.5 Manpower planning	17
2.6 office layout	18
2.7 schedule of task and responsibilities	19
2.8 schedule of remuneration	21
2.9 furniture, fitting and equipment	22
2.10 administrative budget	23
3.0 marketing plan	25
3.1 product or service description	25
3.2 target market	25
3.3 market share	26
3.4 sale forecast	28

EXECUTIVE SUMMARY

Our company produces dessert as a product that we provide several choices of getting food for leisure of rest time. Thus, this kind of product can help satisfy the need of people. Besides that, we would make sure that the quality of the product will reach the expectation of the society with the food quality. Furthermore, we will make sure some upgrading in our product from others.

We are not just looking for profit but we want to help people especially help our own country. From the survey we had, higher percentage show that people in Malaysia like to watch movie at cinema. While watching they will need to eat something. With our product, we will produce the facility and also service to people. Our upgrade product will give better satisfaction. It also can increase our country income by the tax we pay and can also be as attractive to tourist with our service product. Moreover, we will create another job opportunity in Malaysia.

We had decided to start our business at Lot 119, Pantai Tengah Padang Mat Sirat, Langkawi, Kedah Darul Aman. The reason why we choose this area because tourist attraction and have a lot of people living there. As we know, Langkawi Island is very popular among tourist and we can introduce our ice cream brand. So we think that this area most suitable for our *Epistylia* ice cream.

In order to commerce this business, we have prepared a business plan to make this dream come true. We hope our business will be one well in the future.

INTRODUCTION OF COMPANY

Ice cream is a very famous food product. People will still buy ice cream at any time and any season of the year. Malaysia is an equator country. Malaysia is hot and humid all year round and because of that opening an ice cream business is good. Four brilliant youngsters decided to planning start an ice cream enterprise namely '**Epistylia** Ice Cream'.

After doing some research in the districts of Langkawi, we found out that there is high demand for ice cream shop in Langkawi generally. Then we discovered Pantai Chenang as a good location to start our ice cream business.

Epistylia is a company that has its own specialty. The word '**Epistylia**' means topping this explains that **Epistylia** is an ice cream company that focuses on toppings of ice cream. **Epistylia** Ice Cream is located at Pantai Chenang, Langkawi. This location was chosen because it as one of the greatest tourist attraction of Langkawi. Pantai Chenang is usually crowded with tourists from morning till late night; everyday of the week, this geographical condition makes it a good location to start our business. Furthermore, there is no other established ice cream business opened in Pantai Chenang until now.

Epistylia Ice Cream offers 100 types of toppings which consist of crunchies, gummies, and fruit. There are 10 categories of toppings. For example, one of the categories is fruits toppings and under fruit toppings we have pineapples, bananas, honeydews strawberries, cranberries and more.

In addition, other unique feature of **Epistylia** Ice Cream is that our product is sold using a modified lorry. The lorry is designed and modified to become our moving shop according to particular layout and arrangements. The lorry or our moving shop will move very slowly across Pantai Chenang to attract customers. Within the lorry, all our ice creams and toppings are well viewable to customers for them to choose wisely.

PARTNERSHIP AGREEMENT

This partnership agreement was made on 1st January 2011 in front of shareholder of the company and had been had sign on 4th 2011 at 10.00 am at office:

- 1. Name of the company** : EPISTYLIA LANTERN ENTERPRISE
- 2. Name of the shared partner** : ASYRAF BIN AHMAD BADRI
: AIENIE ZUBAIDAH BINTI ZUBER
: SITI NOR IZZATY BINTI NORASHIKIN
: SITI NOOR MASITA BINTI OTHMAN
- 3. Type of Business Entity** : PARTNERSHIP
- 4. Business Duration** : CONTINUOUS OPERATION
- 5. Business Address** : EPISTYLIA ICE CREAM ENTEPRISE
LOT 119, PANTAI TENGAH PADANG MAT
SIRAT,
DAERAH LANGKAWI, 07000,
KEDAH DARUL AMAN.