



BUSINESS PROPOSAL

“UNCLE SNOW ENTERPRISE”

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Also thanks to our beloved parents because they give a full of trust for us especially during our survey or meet the sources and also to find the information about our nature of business. In addition, thank you to other friends that give us some suggestion and more ideas to improve our business planning.

Finally, we wish to thank to people who are involve or not in preparing our business plan. We hope that our business plan can guide us along the process of making the group assignment Entrepreneurship (ENT300) subject's requirement.

Executive Summary

Our company's name is 'Uncle Snow' that shows something cool, awesome and friendly when using 'Uncle' word rather than 'Mr'. Uncle Snow produces the product which is ice cream. Our premise is located at, No.2, Jalan Indah 16/12, Taman Bukit Indah Johor Bahru Johor.

This company has a General Manager, Administrative Executive, Financial Executive, Marketing Executive and Operating Executive. We are responsible to do a job based on our career field. We also confidence to do this business as partnership because every partner has different talents that complete each other.

We planned to do this business because there are huge opportunities to combine all the homemade ice cream products in one side which come out as 'Uncle Snow'. Besides, the competitors also offer a high price for this type of product that make customer unaffordable to buy like Baskin Robbins. We also consider about the Halal product and customer welfare.

Hopefully our business plan will get the positive impact from many sides perspective. We also hope our business will be well stable in this market. It is not easy for new product to come into the huge market unless it is the different and unique product. Branding the product also is something that we cannot control by ourselves. We will try our best to show that we are really and love to make this business plan comes true.



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REPORT ENTREPRENEUR (ENT300)
UNCLE SNOW ENTERPRISE
MADAM THAHIRA BIBI BT TKM THANGAL

- | | |
|------------------------------------|------------|
| 1. MUHAMAD ARIF AIZAT BIN ZULKEFLE | 2011609406 |
| 2. NUR HASHIKIN BINTI ABDUL RAZAK | 2011431848 |
| 3. NURUL ASHIKIN BINTI SAIPULAZAM | 2011644984 |
| 4. NURUL ASHIQIN BINTI KAHAR | 2011488714 |
| 5. SITI NUR HAJAR BINTI ADAM SUBOH | 2011460554 |