



اَوْنِبُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْكَى مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTALS OF ENTERPRENEURSHIP (ENT300)

RAINBOWLICIOUS

LOT 12 JALAN WAWASAN BANDAR BARU MUKAH. 96400 MUKAH, SARAWAK

NAME	STUDENT ID	GROUP
JESLINNA JULAN TUNGKI	2014652896	BM1195M1
NURUL AINI FARAHIN BINTI JAYA	2014277946	BM1115M2
SHEANIE ANAK TIN	2014401624	BM1195M1
CATHERINE ANAK MARTIN	2014680548	BM1195M1
FIONA STELLA ANAK FRANCIS	2014487188	BM1195M1
SANGANWATI ANAK KENDAWANG	2014224062	BM1195M1

PREPARED FOR:

MR AHMAD FAISAL BIN MAHDI

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## **SUBMISSION LETTER**

Diploma in Banking Studies,

Part 5,

Universiti Teknologi MARA Sarawak,

Mukah Campus,

96400 Mukah,

SARAWAK

9 September 2017

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Mr Ahmad Faisal Bin Mahdi

Entrepreneurship Lecturer (ENT300),

Universiti Teknologi MARA Sarawak,

Mukah Campus,

96400 Mukah,

SARAWAK

Sir,

### **SUBMISSION OF BUSINESS PLAN REPORT**

With the mentioned title above, we had completed our Business Plan Report and we would like to submit it. The studies and research has been done according to guideline and procedures that given.

2. We are thankful and appreciate your willingness in guiding and advising us throughout this process of completing the report. Besides, we would like to thanks to Mr Ahmad Faisal Bin Mahdi because of the guidance during the assignment going on.

## EXECUTIVE SUMMARY

First of all, the idea was founded by the seven partners. They are General Manager, Marketing Manager, Administration Manager, Operation Manager and Financial Manager. Inspired by the tourist that always praising our places in order to open up a business like ice-creams. They said, our place are suitable and strategic to make some businesses. Besides, our country is the most peace and beautiful places for other tourist and also people inside the country that can go for vacation. There are many places that people can go for travel such Port Dickson, Cameron Highland, "*Gunung Kinabalu*" and others.

Furthermore, as we know Malaysia is the one of country that always getting problems with air pollution that can cause of haze. So that, we have to come out with something new that can reduce the pressure of heat especially for our body. This ice-cream is suitable for all people around the world. We can guarantee that our ice-cream is good and healthy for all stage of ages because it is less sugar compare to other ice-cream products. Moreover, our ice-cream will be taste delicious without adding any food colouring.

Moreover, our customers also can enjoy their ice-cream because our dessert shop are provide comfortable facility such as air conditioning and Wi-Fi. This facilities can attract many people to visit our dessert shop. Nowadays, internet network is the most importance to communicate with one another especially for those doing business inside or outside the country.

Finally, we expect to increase the number of customers and gain more profits in doing ice-cream business. The aim is to be well known especially to people in Mukah Sarawak and all people around the world. We hope in the future we will have excellent records in our cuisine and open more dessert shop in other places.

## **1.0 INTRODUCTION TO BUSINESS PLAN**

The business plan of **“RAINBOWLICIOUS”** is proposed so that it can be taken by comprehensive manner. This business plan gives us the opportunity to access on business service in the future. The business is in from of enterprise which consists of seven shareholders. All shareholders had agreed as stated in the agreement letter that mentioned about capital, contributions, loss and profit of the business. We choose this business because it shows the equality and no one will decimated as the profit and loss will be divided as stated ratio and the financial manager will announce whether the business will gain how much profit or losses by the end of the year sales. In a nut shell, the partnership is an excellent option for us to take part in because the shareholders will always sharing the ideas and knowledge in order to gain profit and achieve high productive from time to time.

### **NATURE OF BUSINESS**

The name of our company is **“RAINBOWLICIOUS”**. The word **“RAINBOW”** show the variety of our ice-cream flavours. Meanwhile, the word **“LICIOUS”** refer to delicious of the taste of ice-cream. The idea of this name comes when we wanted to look for a name that is unique. Besides, we want to keep it simple and short also easy to remember.

### **INDUSTRY PROFILE**

In this industry, our company is competing with several companies such as ‘ZenQ’ and ‘KreemOver’ company in Mukah area. Our company offer different types of ice-cream such as vanilla, chocolate, latte, green tea, durian, peppermint and so on. Besides, our company charge in a low price compare to the ‘ZenQ’ and ‘KreemOver’ price.