



UNIVERSITI TEKNOLOGI MARA

ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
TROPRIEZE COMPANY

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## EXECUTIVE SUMMARY

The name of our company is Troprieze. Troprieze is a business that selling various type of popsicle ice cream to the customer. For example, yogurt ice cream

Our main Shop is located at 3rd floor of Suria sabah shopping mall 88300, Kota Kinabalu, Sabah we expect to start up our business on January 2015. With the reference of government of Sabah there are 3.12 million people in Sabah. On the other hand based on the scientific research eating the ice cream can make people release their tension because of the taste of ice cream and it can cool down the person and because of that we are taking this opportunity to start a business about selling the ice cream.

The future prospects of our business are people around Sabah and at the same time aiming the international tourist. This is because, by referring the statistic of Sabah Tourism, the most visitors to Sabah are people who are live within Malaysia. On the other hand, international visitors are mostly half of the domestic visitors. This business has a high potential to expand.

In order to make this project happen we are requires funding's RM 70,000 to start the business. We are prospecting to increase 5% and 10% sales of our business on second and third year respectively.



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## 1.0 Introduction

Ice cream (derived from earlier iced cream or cream ice) is a frozen dessert usually made from dairy products, such as milk and cream and often combined with fruits or other ingredients and flavours. Most varieties contain sugar, although some are made with other sweeteners. In some cases, artificial flavourings and colourings are used in addition to, or instead of, the natural ingredients. The mixture of chosen ingredients is stirred slowly while cooling, in order to incorporate air and to prevent large ice crystals from forming. The result is a smoothly textured semi-solid foam that is malleable and can be scooped.

The meaning of the phrase "ice cream" varies from one country to another. Phrases such as "frozen custard", "frozen yogurt", "sorbet", "gelato" and others are used to distinguish different varieties and styles. In some countries, such as the United States, the phrase "ice cream" applies only to a specific variety, and most governments regulate the commercial use of the various terms according to the relative quantities of the main ingredients. Products that do not meet the criteria to be called ice cream are labelled "frozen dairy dessert" instead. In other countries, such as Italy and Argentina, one word is used for all variants. Analogues made from dairy alternatives, such as goat's or sheep's milk, or milk substitutes, are available for those who are lactose intolerant, allergic to dairy protein, or vegan. The most popular flavours of ice cream in North America (based on consumer surveys) are vanilla and chocolate.

## **1.1 BUSINESS PLAN PURPOSE**

### **1.1.1 VISION AND MISSION**

#### **VISION**

To become the best ice cream shop in Malaysia

#### **MISSION**

- i. To provide a high quality of services to customers.
- ii. To cooperate government to have a Joint-Venture agreement for big event invitation.
- iii. To become an established ice cream shop in Sabah.
- iv. To promote a new idea of popsicles yogurt ice cream
- v. To be the dominant ice cream shop in Malaysia

### **1.1.2 BUSINESS OBJECTIVES**

**The objectives of TROPRIEZE are:-**

- i. To satisfy the needs and wants of our customers.
- ii. To provide the world class taste of ice cream
- iii. To achieve a profitability at least up to RM 1 000 000 in a year.
- iv. To become the Popular ice cream shop in Sabah and Malaysia.