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DIPLOMA IN PUBLIC ADMINISTRATION**

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pentadbiran Awam** untuk membuat satu kertas projek bagi kursus **ETR300 (Fundamentals Of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

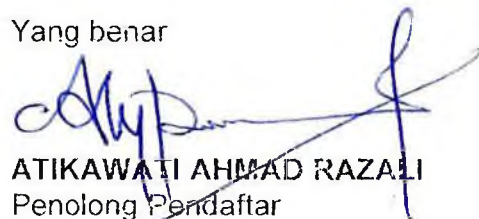
Sila hubungi Penyelia Projek, **Cik Nur Shaiqrah Jaya** talian **01689/2084** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar



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0.1 ACKNOWLEDGEMENT

First of all, we like to thank to God, the most gracious and most merciful for His blessing that we were able to complete this business plan successfully.

We would like to express our deep appreciation to our lecturer for this course, ETR300 (Fundamentals of Entrepreneurship), Miss NurShaiqrahbinti Jaya for her guidance, supervision and encouragement in helping us completing this business plan successfully.

We also would like to express our gratitude to Pending Fire Department, officers of Employees' Provident Fund, Telekom Malaysia, SESCO, Kuching Water Board, JAIS and other organizations that contribute in completing this business plan.

Besides, special appreciation to all our group members for all their hard-working, brilliant ideas, boundless efforts and strong teamwork which are important and necessary for us in completing this business plan successfully. Thank you for all the efforts.

Last but not least, we also would like to take this opportunity to thank to our beloved families and friends for all the supports and information that we need during completing this business plan. All the support given has lifted up our spirit in completing this business plan.

May God bless us all and millions of thanks from us, Charming Ice Sdn. Bhd.

1.0 INTRODUCTION

1.1 INTRODUCTION TO BUSINESS PLAN

Once a maxim have said 9/10 of the sources of wealth in this world are by doing business. Thus, we decided to open our own business. Our company, Charming Ice is based on the partnership business venture in the food and beverages industry. We open our own cafe and serve our customers with our ice cream. We producing high quality of ice cream which using only high quality of raw materials and we using our own recipes in making ice cream. Besides, we try to serve our customers with friendly service and ensure that our service and product will meet and exceed their satisfaction. The comfort of our customer is our main objectives. Our business is in form of partnership which consists of four shareholders. All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided equally as stated ratio. We chose this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity from time to time.