



اَوْنَبُو رَسِيْتِي تِيَكُو لَوِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

AM110 FACULTY OF ADMINISTRATIVE SCIENCE

AND POLICY STUDIES

ENT300 FUNDAMENTALS OF ENTREPRENEURSHIP

HEAVEN SKY ICE CREAM ENTERPRISE

Shop lot 12th Ground Floor the Summer Mall Kota Samarahan, Jalan Datuk
Mohammad Musa, 94300 Kota Samarahan, Sarawak, Malaysia.

DATE OF SUBMISSION:

29th September 2015

PREPARED FOR:

MADAM ESFARINA AMIZA

PREPARED BY:

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15 SEPTEMBER 2015

Madam,

RE: SUBMISSION OF BUSINESS PLAN

1. As a representative of our company, Heaven Sky Ice Cream Enterprise, I would like to submit our submission letter for further action and consent. We are really appreciated your attention and consideration in give information, support and supervision for our company in complementing our business plan successfully.
2. The process of learning this Fundamental of Entrepreneurship (ENT300) has given us many of information to starting a new business. Besides that, we can get involved in any types of business. At the same time, we can reduce the unemployment rate in Malaysia.

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Executive Summary

Live your Life is the name of company name of the Heaven Sky Ice Cream Enterprise. This business is created by four members that are also acting as a manager to this business. By this we were agree to contribute some of amount to starting the business. The main activities make and supply our product to secondary school, primary school and our company itself. The customer satisfaction is the number one priority to us. Our business operation Hour is between 9.30 am to 10.30 pm every Monday to Thursday, Saturday and Sunday. Other than that, we are closed in Friday.

From the agreement of every members to form the business, we are agreed and believe that Roslind Para Anak Madang as a General Manager and Operational Manager, Rose Nawai Anak Engkamat as a Marketing Manager, Embriissvlyncca Anak Bajug as an Administrative Manager, and Sharifah Khairunnisa Bt Tuanku Hadward as a Financial Manager. The selecting of General Manager is based on the agreement among all the partners and elected is based on the capability, expertise, and, experiences.

General Manager is to plan and monitor the strategic progress of the business. The Marketing Manager is to decide the services to be marketed and come up with efficient ways to promote the services to the public. Operation Manager is ensure the business operation is well damaged, Administration Manager to organized and set up the organization administrative works and direction suitable to the company's. Last but not least, Sharifah Khairunnisa Bt Tuanku Hadward as a financial manager to prepare financial periodically.

1.0 Introduction

Name of company: Heaven Sky Ice Cream Enterprise

Nature of business: Based food manufacturing and distributing the products.

Industry profile: Our business is owned actively by partnership, incorporated as a Heaven sky ice cream enterprise. As a small startup company, we recognize the limitation of attempting to manufacture our products in a small premise. So that, our companies can more concentrate on making the products, as well as give good services to produce our products based on our customer demand.

Location: Ground Floor The Summer Mall Kota Samarahan, Jalan Datuk Mohammad Musa, 94300 Kota Samarahan, Sarawak, Malaysia.

Date of business commencement: our business is commonly started on 1st January 2015

Factor in selecting the purposed business: We choose this business because it's make high profit and can expand future expectation. Besides that, it can attract potential customer to buy it. Other than that, we also can hire the customer feedback from the product that we produce and sold.

Future prospect of the business: This business has good future prospects. It is because it has highly demand because we are producing new and unique products and it differs from others products.