



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
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FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

ICE SUGARLICIOUS!

Submit To :

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1.1 INTRODUCTION TO BUSINESS PLAN

Business plan plays an important role in order to have a good management of company and to make the company well-developed. A business without plan is like a house without roof. Some part of the business might be defected or probably, there will be a leakage in the business due to the absence of the business plan. Thus, business plan is essential as it explains in detail about the responsibilities that the general manager, financial manager, marketing manager, operational manager, and organizational manager obligated to. Furthermore, the business plan helps to achieve the goals of the company as the board of directors will have discussions about the strategies to expand the business and also to overcome the weaknesses or problems faced by the company. In spite of that, business plan is significant in allocating the budget, check and balance the products coming in and coming out and also to calculate the profit gained by the company.

First of all, Ice Sugarlicious! is a business that produced a product which is an ice-cream. Ice Sugarlicious! was established with the joint venture or collaborations between 4 partners graduated from a different field of studies. Each partner of Ice Sugarlicious! have been given the terms and conditions before the business being operated. All of the partners have to abide the terms of partnership in order to contribute the capital for the business. We will receive the profit based on how many percentage of shares or capital that we have been invested in the company. For instance, Manager A have been contributed 20% of the shares so, he will get 20% from the profit as a return. We have agreed to operate this company because each of us has our own uniqueness, ability, and also specialized in different skills. Thus, it is a great idea to merge all the different skills and abilities in order to make the company to be one of the top-notch companies in the whole wide world. The experiences are also important so that the company will handle and face their most trying period easily and calmly as they have dealt with the critical period before. In spite of that, with different skills and ability of the managers, we can achieve high productivity with quality product and produce products that meet the customer's expectations.

The main purpose of the existence of Ice Sugarlicious! is to provide the finest ice-cream in the whole wide world which serves up variety flavors of ice-cream and it is fat-free. Some of the ice-cream probably hard to be found in Malaysia as Ice Sugarlicious! is the first founder of

1.2 EXECUTIVE SUMMARY

Basically, our target for the business is everyone which means who ever people that is afford to buy our ice-cream. However, the people who lived nearby Jalan Simpang Tiga, Kenyalang Park is our main target. Besides, the people who lived in Jalan Tabuan is also our target. Our ice-cream which has many types of flavours with a colourful concept will make them interested to buy our ice-cream especially made for the kids and teenagers. Meanwhile, adults and elders may enjoy our ice-cream too as it is fat-free ice-cream. Ice Sugarlicious! is located opposite the Spring Shopping Mall and in the developing town that may attract all the shoppers there to come to our shop. Our business has a market capitalization of RM 100 000.

From what we have researched, there are several competitors in this market. The prime competitors are, Cloud99, Sunny Hill Ice Cream and ZenQ. The market share before we enter the market for Cloud 99 was 25% and the share remain constant after we enter the market. Meanwhile, the market share for Sunny Hill Ice Cream before we enter the market was 55% and dropped to 40% after we enter the market. On the other hand, the shares of ZenQ before and after we enter the market remain unchanged which is 25%. Our market which named as Ice Sugarlicious! has 15 % of market shares.

Based on our estimation, our company will have a profit of RM 166 827.60 in the end of 2013.



1.3 SUBMISSION LETTER

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