



اَوْنِيُوْرْسِيْتِيْ بِاْتِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

NISA ICE CREAM STORE

ICE CREAM MALAYSIA

PREPARED FOR:

PREPARED BY:

NUR KHAIRUNNISA BINTI MOHD ZAHID

2018221428

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EXECUTIVE SUMMARY

The Nisa Ice Cream Store offer an Ice Cream Malaysia product and Service for a customer. Providing the variety different taste of Ice Cream Malaysia and create a new taste of Ice Cream Malaysia.

Our client is customer identifying as Low class and Middle class who can buy our product with a low and affordable prices. Our target is to make an Ice cream who suit for everyone with different age and gender. Nisa Ice Cream Store offer a variety taste of Ice Cream Malaysia with low sugar and halal certificates.

Nowadays, When a hot day people will craving a cool thing like an Ice cream. It was our advantage for our business to promote our product to the customer. Their will demand an Ice Cream and it will cause our product rise over. While currently there are many competitive businesses like our but we only business have a very special delivery services.

Our business marketing strategy is to create new taste Ice Cream Malaysia to met up our customer taste. We will sold our product with low and affordable price. The quality of Ice Cream Malaysia would up to our customer standard.

The Nisa Ice Cream Store is management consist of 2 clerk worker. The Nisa Ice Cream Store worker most are a very experience worker who have been in many different job and have many experience in in food industry. Some worker also did has extensive experience in finance,accounting, sales and business. 2 worker who will help the owner to arranged the business to be more successful and also it was lead by the general manager who was the owner of Nisa Ice Cream Store.

Finally, The Nisa Ice Cream Store also will promote our product using the social media such as Instagram, Website, Wassap, and Facebook. We also do a promotion by selling our product in lower prices. By this many costumer will buy our product.

1.0 BUSINESS DESCRIPTION

a)Name Of The Company

The company's name is Nisa Ice Cream Store. My company use " Nisa Ice Cream Store" As our company is name because I want to create my own unique ice cream.The name for the shop come from my own name because I want to create my own ice cream with my name in it. With the use of my name in it people will know how the taste the ice cream I make with my own unique recipe. I hope that I can attract more people to come to my shop to buy and taste my new unique ice cream.

b)Factors in selecting the proposed business



The factor for me selecting The Ice Cream Malaysia business because Ice Cream was a popular commodity, and one with significant mark-up. Ice cream is a very saleable commodity, especially during the hot weather time. Because the ice cream production can still evolving with loads of ice cream makers are bringing in creativity in terms of new flavors Ice cream Malaysia into the industry. Also the Ice creams and have been around for many years since the invention of fridges and deep freezers and can be found in various flavors.In this industry do not just make ice cream, but also frozen yogurt, sherbet, frozen tofu and other frozen desserts, with the exception of frozen bakery foods. There are a number of different avenues to take, such as going mobile with a van, or opening a fixed location at a beach or on the high-street.

2.0 OWNER DESCRIPTION



Name of Owner/Partner	Nur Khairunnisa Binti Mohd Zahid
Identity Card Number	000706-06-0014
Permanent Address	No 17, Jalan BM 5/10 Seksyen 5, Bandar Bukit Mahkota, 43000 Kajang, Selangor
Correspondence Address	No 17, Jalan BM 5/10 Seksyen 5, Bandar Bukit Mahkota, 43000 Kajang, Selangor
E-mail	Nialyn02@gmail.com
Telephone Number/Fax Number	016-2370920
Date of Birth	6 July 2000
Marital Status	Single
Academic Qualification	Bachelor (Hons) in Business management, Master in Business Administration
Course Attended	Bachelor (Hons) in Business Marketing
Skills	Basic skill counseling Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Excellence in Communication Skill
Experiences	2 year as experience working as assistant manager, 4 year working at ice cream shop as manager.
Present Occupation	General Manager
Previous Business Experience	Manager

3.0 PRODUCT/SERVICE DESCRIPTION

Illustrations	Product/Service	Description
	Ice cream cup malaysia with variety taste of ice cream with a new taste and with a attractive cup design.	The ice cream cup would make the best option for you combination with the soft ice cream and a variety kind of topping design.
	The ice cream malaysia that come with variety of taste. The taste have some sweetness that make all people love it.	The ice cream malaysia have variety taste. You can make any ice cream your heart desires – just mix up the concoction and fill it up in plastic tubes. Frozen custom made ice creams. The best part about this ice cream is, it's share able.