



اَوْنِبُوْرَسِيْتِيْ مَارِيْ تِيْكَنُوْلُوْجِيْ مَارِيْ  
UNIVERSITI  
TEKNOLOGI  
MARA

UNIVERSITI TEKNOLOGI MARA SARAWAK

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS STUDIES

(BM111)

Fundamentals of Entrepreneurship

Brain Freeze  
(ENT300)

Final Project :

Brain Freeze

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## LETTER OF SUBMISSION

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Brain Freeze

21 September 2015

Miss,

### Submission of Business Proposal

According to the matter above, we are proudly submitting our completed business proposal of our group, **Brain Freeze** .

We would like to express our gratitude to you upon your kindness and generosity in guiding and assisting us in completing this business proposal. Without your advice, we could not complete this proposal.

## EXECUTIVE SUMMARY

Introducing the name of our business is Brainfreeze, we are in the market to engage in the business of Popsicle cool ice cream in Kota Samarahan. Brainfreeze is a limited liability partnership business established by 5 members. The reason why we choose Brainfreeze is because the name is simple, catchy, easy to remember and pronounce.

Our company focuses on ice cream as our main business. We try to come out with new service which is rarely being commercialized by other ice cream business. So, we take this opportunity to establish a fresh new idea. To achieve this, we have divide the task to departments such as admin, marketing, operational as well as financial.

We have assign all the remuneration paid to the workers is being control by administration manager. He will conduct the daily business activities and monitor the work.

For marketing purpose, we also have revealed the market size under our industries. We use the most marketing strategy in order to compete with other vendors to make sure that our business become the most preferred in the market.

Our shop operates 12 hours daily starting from 9.00 am until 9.00 pm per day. But for the weekend we will operate from 10.00 am until 10.00pm. We will operate 7 days per week. Our targeted ice cream sold per day are minimum 100 units popsicles. And the estimated total ice cream per month are 20 000 units of popsicles

In our financial planning, we have forecasted the profit and loss for the business. For the first month of the business operation, we will incur deficit in the cash flow due to the higher expenses gained since we need to buy new equipments. However, the business will earn its profits starting the second month.

In conclusion, it is hoped that our business proposal will be qualified for the business loan applied from Majlis Amanah Rakyat (MARA) in order to enable us to start our business under the name of 'Brainfreeze'

## 1.0 INTRODUCTION TO BUSINESS PLAN

The name of our business is "Brainfreeze". Brainfreeze is in form of partnership business which consist of five board of director which serve as employee as well. Each director contributes certain amount of capital and serve each other's duty as stated in the company's Articles of Association and Memorandum of Association. The main nature of business is food industry focusing on confectionaries. Brainfreeze pledged to provide quality popsicles ice cream compared to competitors as we will only using the most quality materials in our products.

Brainfreeze had been registered on 1<sup>st</sup> November 2015 and will be opening its first branch at The Summer Shopping Mall Kota Samarahan commencing 1<sup>st</sup> January 2016 due to factors such as legal procedure, renovation, and loan application process. As our five-year target is to have one branch each at every shopping mall in Sabah and Sarawak and will be penetrating Brunei and Indonesia Market in short period afterwards.

Brainfreeze is a self-service ice cream store that will be selling frozen popsicles as well. The shop will be operating on low electricity consumption appliance and will be using recyclable cups to serve the customer as to show our support for Mother Earth.

Our target is to serve quality and affordable priced products to our customer as most of them is students and youngsters. We will be maintaining low margin as our priority is customer satisfaction and continuity as an essential of long run business. It would be our pleasure to create a soothing and relaxing ambience at our store.

We, the Directors of Brainfreeze will ensure the relationship between us and our employees is family like treatment as to keep them enthusiastic to work with us and serve their customer with joy and sincere. All of the directors are responsible to their job. Mr.Adam Fikri Bin Norman as General Manager, Miss Nur Fatin Hazira Bt Arifin as Administration manager, Ms. Nur Atiqah Bt Hassan as Marketing Manager, Miss Nur Ain Syafiqah Bt Subian as Operational Manager, and Ms. Santhianie bt