



RORA SDN. BHD.

“SIMPLE EASY ICE CREAM MAKER”

FACULTY OF MECHANICAL ENGINEERING

(PART 5)

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TABLE OF CONTENT

CONTENT	PAGES
LETTER OF SUBMISSION	1
ACKNOWLEDGEMENT	3
EXECUTIVE SUMMARY	4
1.0 INTRODUCTION	5
1.1 Name of the Business	6
1.2 Nature of Business	6
1.3 Industry Profile	6
1.4 Location of the business	7
1.5 Date of business commencement	7
1.6 Factor in selecting the proposed business	7
1.7 Future prospects of the business	7
2.0 PURPOSE OF PREPARING THE BUSINESS PLAN	8
2.1 Maintaining Business Focus	9
2.2 Securing Outside Financing	10
2.3 Fuelling Ambitions and Mapping Growth	10
2.4 Enlightening Executive Talent	10
3.0 BUSINESS BACKGROUND	11
3.1 Vision and Mission	14
3.1.1 Vision	14
3.1.2 Mission	14

3.2 Organizational Chart	15
3.3 Logo	16
3.4 Logo description	17
4.0 BACKGROUND OF PARTNERSHIP	18
4.1 General & Administration Manager	19
4.2 Marketing Manager	20
4.3 Operation Manager	21
4.4 Financial Manager	22
5.0 LOCATION OF BUSINESS	23
6.0 MARKETING PLAN	26
6.1 Introduction	27
6.1.1 Marketing Objectives	28
6.2 Product Descriptions	29
6.3 Target Market	30
6.3.1 Occasion Segmentation	30
6.4 Market Size	31
6.4.1 Population Table	31
6.5 Competitors	32
6.5.1 Ikea	32
6.5.2 Cowboy	34
6.5.3 Lazada Malaysia	36
6.5.4 Shopee	38

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Through these problems we manage to become more organize and mature in dealing with the problems that occur during our research. This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly or indirectly to this business plan we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan. I apologize to all other unnamed person who helped us various ways to complete this project and we hope this business plan report can give us little bit knowledge about Entrepreneurship world and fact about how to become a entrepreneur in future.

EXECUTIVE SUMMARY

Rora Sdn. Bhd. offer ice cream maker and services of the product for customers that gives high satisfaction of consumer.

Our customer target at all type of class from low till high who wants to get ice cream maker with affordable price and easy to use. We highly target household because our product mostly suitable for home used. This is because the size for our product is medium and only can produce small amount of ice cream that are high recommended for family used.

Across Johor and Johor Bahru particularly the ice cream maker business has seen an explosion of growth over the year. So, Johor Bahru is an area that we think the most suitable place to run our business. Besides that, the area that we choose also near fast food restaurant and because of that, there will be many people that will come with their family to have their meal. Therefore, we can promote them with some ice cream that made by our product. Even though we not the first company in Johor that sells ice cream maker product but we are the first company that sells the product around there.

Rora Sdn. Bhd. marketing strategy is to get an ice cream without going outside of the house to buy. Thus, we also want to make an ice cream with using the ice cream maker as simple as can and more user friendly to reduce the risk of injury while using the product. In top of that, it also can be used by children, it because the product is safer and we bring some excitement for children to rotate the cylinder that will make the ice cream. .

The management of Rora Sdn. Bhd. consists of 4 lead workers which is Aiman Faris, Faizul Iqmal, Fekry and Qmie. Our workers have extensive experience in finance, businesses, sales and accounting. This four partners will be take role responsibilities together instead different duties and portfolio of partners.

We already spread the news about the upcoming product that we made through newspaper, advertisement and mostly in social media. Our ice cream maker will be sold at Rora Sdn. Bhd. that will appeal to customer throughout the Johor especially Johor Bahru area.