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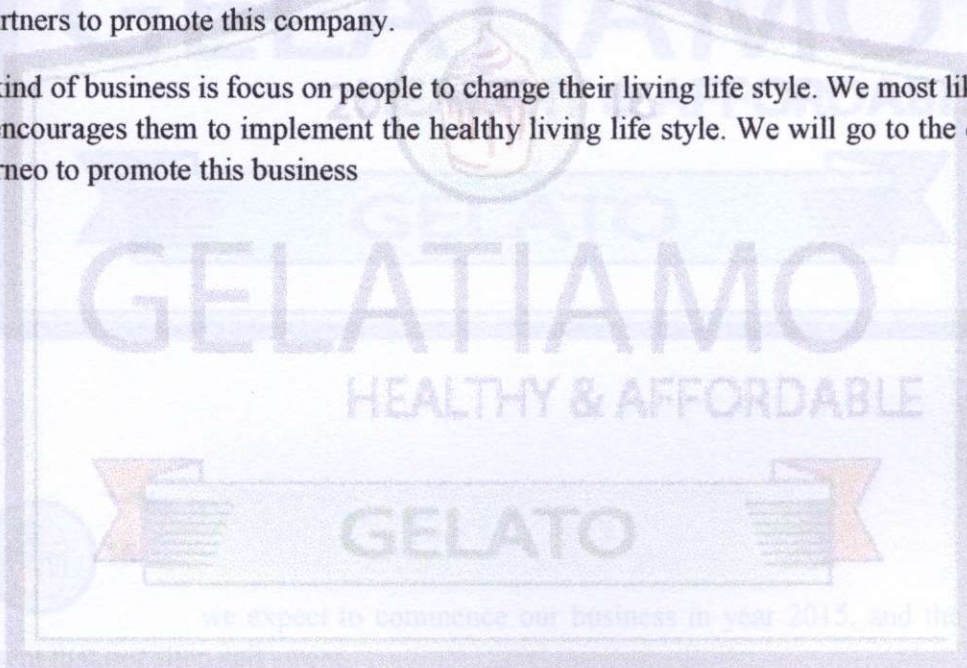
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### 1.3 EXECUTIVE SUMMARY

The business is based on partnership where it consists of five members. The members consist of, Nurul Ai'dah Binti Hassan as General manager, Sucillaizati Binti Kafli, as Operating manager, Emily Ernity George, as Administrative manager, Amani Najiha Binti Jasri, as Marketing manager and lastly Siti Khadizah Binti Kiflee, as Financial Manager. We contributed RM 15,000.00 each of the partners as our business capital.

Gelatiamo is a business where people can have a natural flavor of gelato. We choose this business because nowadays people are searching for a green product. They want to implement a healthy life style. Besides that, gelato shops are hard to find in Borneo. Our business commenced in 2016 and our vision is to make our company well-known, established and introduce the new taste of ice cream in Borneo. This will be realized by the full cooperation and efforts among the partners to promote this company.

This kind of business focuses on people to change their living life style. We most like a person who encourages them to implement the healthy living life style. We will go to other places in Borneo to promote this business.



GELATIAMO

gelatiamo is represent our shop name, it's from Italian words "gelato" means ice cream and "ti-amio" means love.

## INTRODUCTION

Gelatiamo is an ice cream shop that provides the entire natural flavor. Our type of business is partnership where is consist of five partners. This kind of business is rarely found in Sabah. Beside that we want to encourage people to adapt healthy life style. In addition, we want to be the first shops that use the natural flavor. Our business location at Gaya Street, Kota Kinabalu, Sabah. Gelatiamo main product is an ice cream and gelato. We serve you with all kind of fruits. Every day we will come out with fresh flavor such as apple, dragon fruit, orange and many more. Our ice cream is no like the others. We use 100% of fresh fruits and based on milk. More than that, our shop is design to customer feel comfortable and feel like home. Not only feel like home they also can enjoy their ice cream.



## 1.5 PURPOSE OF BUSNIESS PLAN

Firstly, our purpose of business plan is to allow entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner. The collapse of many business ventures can be attributed to the decisions and planning of the entrepreneurs who rely on emotions and get feeling rather than objective and rational consideration. With a Business Plan, the entrepreneur has solid and well-grounded information to supplement the planning and decision making process. This way, the entrepreneur has more realistic and practical Business Plan.

Second, the purpose of business plan is to analyze and evaluate the viability of proposal venture. A Business Plan can be used as a basis of determining the viability of a proposed business venture. The information gathering and analysis that is done as part of preparing the Business Plan can give an early indication as to the viability of project. Therefore, the entrepreneur can make a better judgment before investing in the proposed venture.

Lastly is Business Plan can be as a guideline for management department to supervise this business progress. In preparing Business Plan, entrepreneur has thought out and laid down the plans and strategies for running the venture. When the venture becomes reality, the plans and strategies outlined in Business Plan will be an important benchmark to help the entrepreneur gauge his progress.