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CRÈME SUGAR: BUSINESS PLAN

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EXECUTIVE SUMMARY

Crème Sugar is a company under food and beverages industry. Our company is located at Ampang Avenue, Jalan Avenue 3, Ampang Jaya, 68000 Ampang, Selangor Darul Ehsan. One of the main objectives of the establishment of this company is to create a Malaysian made ice cream shop which will replace foreign ice cream products. The prospects of the business is to build more branch all across Malaysia.

There are many purposes regarding on the set up of the Crème Sugar company. First is to allow entrepreneur to view and evaluate the proposed business venture in a precise, critical and particular manner. It will ensure that youngsters can start their own business in a good way. In addition, Crème Sugar company other purpose is to analyse and estimate the possibilities of proposed venture. In addition, this company is established to convince relating parties of the investment potential of the project.

The main product in the business is flavour ice cream with variety of topping such as fruits and chocolates. It is to attract all types of age to try and taste the goodness of ice cream in a healthy way. For example, fruits that used on top of the ice cream is healthy fruits such as banana. It shows that our company only provides healthy and fresh fruits to the consumers.

Besides, we aware that there are many competitors in the same industry that have better building and branding such as Baskin Robbins and L'le L'le. Despite all of the competitors, Crème Sugar believe that the company can also able to stand tall with all the competitors in the market with the support of local and foreign people especially people who lives in Selangor.

Thus, the company has improved and build strong business plan in order to success in the industry of food service in Malaysia. This report has been compiled with marketing plan, administration plan, operational plan and financial plan of the bus

