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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN



COMPANY PRODUCT: YUMMY CREAM

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SUBMISSION DATE: 24 JANUARY 2021

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EXECUTIVE SUMMARY

The nature of our business is manufacturing and retailing ice cream. Malaysia's weather is hot and humid, according to a survey, and it is found that Malaysians prefer to consume cold drinks and desserts so that during the hot weather they can feel more calm and relax. Ice cream is also consumed most frequently by Malaysian especially teenagers as it is easier to get at any shop. We have chosen our business's name as Yummy Cream as it promotes various types of ice cream. We want our customers to buy our ice cream and when they eat it they experience a positive feeling. As we know ice cream is generally being preferred by all ages either or children and adults, but we more focus on teenagers as our target market since they really love enjoying ice cream. Our primary key to success in this business is to regularly provide high-quality ice cream so that our beloved customers can completely indulge in the sensational taste of our special ice cream. Besides, our mission is to produce an ice cream product that can attract buyers with textures and tastes that are delicious and attractive. Moreover, we also want to expose to Malaysian how Yummy Cream can make the flavours of ice cream tastes unique. Other than that, we also selling cakes and some drinks as our beverages.

We produced various flavours of ice cream, and there are three flavours that are imported specially from Singapore to enhance a unique flavour for our customer. The flavours are World Class Chocolate flavour and Cotton Candy Wonderland flavour. All the flavours and ingredients that we promotes have Halal certificate. As for our manufacturing, we will operate our factory at Bangsar, Kuala Lumpur next to our own shop with some of our workers. The chosen shop is in Kuala Lumpur because it is located at the city which is the most strategic area as it has large amount of population in that area. For the competitive advantage, with our unique and special ingredients, we have the key in attracting consumer by our promotion. The sale forecast for our business for first three years are RM 371,561 RM 349,656 and RM 384,621. For the packaging, we have our own packaging and design for our ice creams, cakes and beverages. For the promotion, we use such as flyers, banner and other social media such as Facebook and Instagram to endorse our product. We guarantee that Yummy Cream will not only top Malaysia's ice cream industry in the future, but will also become one of the world's best ice cream. Hence, to bring happiness to society souls.

1.0 BUSINESS DESCRIPTION

We would like to set up an ice cream business which has different kind of flavours. The main reason we choose this business is to serve and sell different flavours of ice cream which will catch people's attention and soothe their throats whenever they taste it. Our business's name is Yummy Cream.


This business focuses on manufacturing and retailing. We have our own factory where workers produce the product by using machine such as vat to mix all the ingredients and dasher machine to make sure the ice cream is in a good texture. When the ice cream is ready, we will send out to shop to be sold.

In general, we focus on all ages as our customers as we have different flavours which suitable with their taste. Teenagers will be our main customer as they love to try different food with different recipe. It is suitable for them as we sell different kind of ice cream flavours with scrumptious recipe. We will distribute our product to the shop. We choose dine in shop because it is calm and comfortable place where our main customer like to spend their free time especially during weekends.

1.1 COMPANY BACKGROUND

Name of the Organization	Yummy-Cream
Business Address	No, 54 & 55, Ground Floor, Jalan Telawi 3 Off Jalan Maarooof Bangsar Baru, 59100, Kuala Lumpur.
Email Address	yummycream@gmail.com
Telephone Number	603-2856 8531
Form of Business	Partnership
Main activities	Selling Ice Cream
Date of Commencement	1 January 2020
Date of Registration	28 November 2019
Name of Bank	Bank Islam
Bank Account Number	13092036388175

1.2 ORGANIZATION LOGO/ MOTO

LOGO/MOTTO
 <p>Cone: As our main serving ice cream using cone.</p> <p>Sparkling: Has various type of flavour that will 'spark' customer desire</p> <p>Yummy cream: Deliver a good taste of ice cream that comes from all the menu from 'yummy' ice cream flavour.</p>

MISSION
<ol style="list-style-type: none">1. Produce an ice cream product that can attract buyers with textures and tastes that are delicious and attractive.2. To promote and to make ice cream as a well-known product among the society especially teenagers.3. Expose to the Malaysian how Yummy Cream can make the flavours of ice cream tastes unique.

VISSION
<p>For “Yummy-Cream” to be the top Malaysian-based ice cream with a variety of unique taste. Furthermore, to make “Yummy Cream” has a place in the heart of all ages of customers with an affordable and reasonable price.</p>