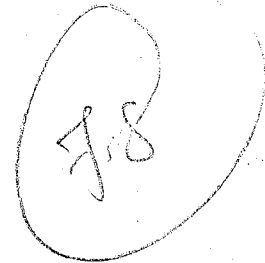




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UNIVERSITI
TEKNOLOGI
MARA



BUSINESS PLAN

FRUITY POPSICLES

NO	NAME	STUDENT ID	POSITION
1.	SITI KHADIJAH BINTI MOHTAR	2014658172	GENERAL MANAGER
2.	NUR NADIRA ASHYIKIN BINTI MUHAMMAD FUAD TIEW	2014692958	ASSISTANT GENERAL MANAGER
3.	SITI AISYAH BINTI MOHD SHAH	2014266256	ADMINISTRATION MANAGER
4.	BATRISYIA BINTI MUHAMMAD LOTFFI	2014444926	MARKETING MANAGER
5.	SITI NABILAH BINTI ABD WAHID	2014282158	OPERATION MANAGER I
6.	JESSE ANAK VINCE RABING	2014470458	OPERATION MANAGER II
7.	NURUL FATINAH BINTI AHMAD PADZIL	2014220882	FINANCIAL MANAGER

LECTURER : MISS ROSMAH BT ABD GHANI @ ISMAIL

TABLE OF CONTENT

NO.	CONTENTS	PAGE
1	INTRODUCTION	2
2	PURPOSE	6
3	COMPANY BACKGROUND	8
4	SHAREHOLDERS BACKGROUND	12
5	LOCATION OF BUSINESS	20
6	MARKETING PLAN	23
7	OPERATION PLAN	36
8	ADMINISTRATION PLAN	66
9	FINANCIAL PLAN	72

1. Introduction

1.1. Name of the company

Our company name is Fruity Popsicles which will serve you a healthy digestive ice cream that have a lot of flavor consist of nutrients, vitamin, fibre and calcium.

1.2. Nature of Business

The nature of a business is the type of sector or industry to which it belongs. There are several primary and broad sectors of business categories, which include statutory, voluntary and private sectors. Fruity Popsicle is a firm that can be catgories as private sector under the ownership of partnership.

1.3. Industry Profile

As a food industry that has been recently founded, Fruity Popsicles are committed to provide customers regardless of their walks of life and health conditions a high quality ice cream according to their favourites. So, we produced ice cream which can be considered to be enjoyed by everybody including those who have health problems.

1.4. Location of the business

Our location is situated in Kuala Lumpur which is also the capital city of Malaysia. This is due to the fact that Kuala Lumpur is a very busy city with huge number of residents that enable us to look for more customers to purchase our product.

1.5. Date of business commencement

We have choose to start our business on January 1st 2017. This is in coincidence with the celebration of NewYear at which the company will choose the new approaches and strategies to introduce our product to our targeted customers.

1.6. Factor in selecting the proposed business

As a newly-founded company, we have a sense of caring especially for those who might want to enjoy their ice cream favourite flavours but cannot do so due to healthy reasons. Together will finite number of healthy ice cream products in the market, it has greatly increased their limits to enjoy their favourite food on a very healthy way.

1.7. Future prospects of the business

For a start, we will see the acceptance of the customers about our roduct in Kuala Lumpur. In the future, we will introduce our product in several new places depending upon our performance.

3. Company Background

Table 3.1 Company Background

Name of the Company	Fruity Popsicles
Business Address	Jalan Akuatik 13/64, Persiaran Akuatik, Seksyen 13, 40100 Shah Alam, Selangor. (Aeon Shah Alam)
Correspondence Address	Jalan Akuatik 13/64, Persiaran Akuatik, Seksyen 13, 40100 Shah Alam, Selangor. (Aeon Shah Alam)
Website	www.fruitypopsicles.com
E- mail	Fruitypopsicles@gmail.com
Telephone Number	03-60919254
Fax Number	03-60919250
Form of Business	Partnership
Main Activity	Selling a Fruity Digestive Ice cream
Date of Commencement	1st January 2017
Date of Registration	22 September 2016
Registration Number	
Name of Bank	CIMB Bank
Bank Account Number	7623414450

3.1 Vision and Mission

3.1.1 Vision

- To become a pioneer in ice cream production which can be enjoyed by people from all walks of life regardless of religious beliefs, customs, races and of course health conditions.
- To develop entrepreneurship skills among the staffs and our future apprentices.
- To provide customers with more choices of their favourite ice creams, thus creating healthy competition with other ice cream producers.
- To become a consumer-friendly company so that we can make a continuous improvements from time to time according to the desire of our consumers.