

FROZEN PARLOUR



اوپن یونیورسٹی
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENUERSHIP (ENT 300)

“FROZEN PARLOUR”

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FROZEN PARLOUR

EXECUTIVE SUMMARY

Our company, Frozen Parlour plans to provide visually attractive ice cream dessert in Sabah for Sabahan to enjoy different ice cream dessert than that is offered in the market.

We shall be employing prior to those who have dessert design background and those who have education background in Sales and Marketing management. Apart from that, our shop relies on good customer service to retain loyal customers. Hence, we will focus on employing those who have excellent personal qualities, including good communication skills, a neat appearance and punctuality. The positions available are ice cream server, dessert technician, ice cream flavors consultant, dessert creation associate shift, supervisor crew members, ice cream decorator, store manager and maintenance manager.

Our business is formed on December 2013 and consist of five partners; Cyrina Eve Cyrinus, Shahrlene Jupiri, Noorzafiera Jikri, Noratiqah Alimin and Rax Innocent Vincent. Our business located at G-328, Ground Floor, Borneo Hypermall, Jalan Sulaman 88400 Kota Kinabalu, Sabah, Malaysia.

Our main product is ice cream. The ice creams that we use will be from our supplier, which is from the Walls Company. We offer a wide range of special Ice cream design and flavors. Our main menus are Banana Split Ice Cream, Ice Cream Sandwich and Chocolate Ice Cream Cake Roll. These are the 3 ways for us to serve our customers, customers can choose how they want their ice creams from the 3 menus as according to their own desire flavors. The different flavors that our company offer are; Chocó Almond Fudge, Strawberry Cheesecake, Fruit Salad, Double Dutch, cookies and cream and Mocha Crumble.

The main factor why we choose ice cream for our business is because, ice cream is universal and can be consume for people of different ages, different background and many more. Other than that ice cream is suitable for Sabahan market

FROZEN PARLOUR

because the weather is quite hot, and ice cream is the best way to make them feel good.

Our future plans for this business is to introduce this type of ice cream dessert worldwide and hope it could be well known and established ice cream dessert cafe such as TuttiFutti, Vedablu, and Karamel Almondo.

FROZEN PARLOUR

Table of Contents

Submission Of Business Plan Proposal

Acknowledgement

Executive Summary

Introduction	1
Company Logo	2
Purpose	3
Business Background	4
Background Of Partners	5-9
Partnership Agreement	10-12
Administration Plan	13
Introduction.....	14
Vision.....	15
Mission	15
Objectives	15
Address	16
Business Location	17
Office Layout	18-19
Business Hour	20
Operation hours.....	20
Organization Chart	21-22
Administrative Personnel	23
Task Description	24-26
Schedule Of Remuniration	27
Office Equipment	28
Office Furniture.....	28
Other Office Equipment.....	29
Other Expenditure	30
Administration cost	31

FROZEN PARLOUR

1.0 INTRODUCTION

The name of our business venture Frozen Parlour. We are offering new ice cream desserts which come in 3 main menus namely the Banana Split Ice Cream, Ice Cream Sandwich, and Chocolate Ice Cream Cake Roll. Customers can choose how they want their ice creams from the 3 menus as according to their own desire flavors. As we have already acknowledged, ice creams are very popular among all ages. So, it is hope that our dessert café can enter the business with ease.

The vision for our business is to be “the best ice cream dessert in Sabah”. Our company is aspiring to become one of the leading cafes in providing ice cream dessert for all walks of life for them to enjoy. Our marketing manager sees a great opportunity in our business location which is the first floor of 1 Borneo because our target market focuses in middle income people.

Our mission is to provide ice cream dessert that design in attractive features in Sabah. Secondly, our company mission is to serve people with hectic lifestyle. Nowadays everyone is busy with their own businesses, family and other things.

Frozen Parlour will be successful because based on solid market research demonstrating, there is a demand for an ice cream shop selling. Our cafe also located in a strategic place which is at the shopping mall that nearby our target market. Our company target markets are more to middle income people. We also targeting on students that always come to the shopping mall.