



اوپو سیتی تیکنولوژی مارا
UNIVERSITI
TEKNOLOGI
MARA

MARA UNIVERSITY OF TECHNOLOGY
FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

“FROSTY MOTION”

PREPARED BY

ERVY DIAN SARY BINTI GUSRA (2011486776)

NDIE BELIKAU (2011642814)

YVONNE PIA ANAK RENTAP (2011218434)

SITI ZAFIRAH BINTI WAHAP (2011431144)

IRWIN KEVIN MUESON (2011232022)

PREPARED FOR

MADAM SITI MARDINAH BINTI ABDUL HAMID

DIPLOMA IN COMPUTER SCIENCE

(CS110)

TABLE OF CONTENT

CONTENT	PAGE
1.0 PARTNERSHIP AGREEMENT	4-6
2.0 EXECUTIVE SUMMARY	7
3.0 MAIN BODY	
• 3.1 INTRODUCTION	8
• 3.2 PURPOSE OF BUSINESS PLAN	9
• 3.3 COMPANY BACKGROUND	10-11
• 3.4 OWNER(S) BACKGROUND	12-16
• 3.5 BUSINESS LOCATION	17
• 3.6 MARKETING PLAN	18-33
• 3.7 OPERATION PLAN	34-44
• 3.8 ADMINISTRATION PLAN	45-53
• 3.9 FINANCIAL PLAN	54-69
• 3.10 CONCLUSION/SUMMARY	70
4.0 APPENDIXES	71

LETTER OF SUBMISSION

ENT300 Students(CS1105A),

Diploma In Computer Science,
Faculty Of Computer And Mathematical Sciences,
Mara University Of Technology (UiTM),
Kota Samarahan Campus,
Jalan Meranek,
94300 Kuching Sarawak,
Malaysia.

Madam Siti Mardinah Binti Abdul Hamid,

ENT300 Lecturer
Mara University Of Technology (UiTM),
Kota Samarahan Campus,
Jalan Meranek,
94300 Kuching Sarawak,
Malaysia.

Madam,

Submission Of Entrepreneurship Business Plan.

As a representative of our Company, I would like to submit our proposed business plan for your further evaluation. We appreciate your motivation and support throughout the completion of this business plan.

2. ENT 300 has opened our eyes on how to start and manage a business effectively. Although we are the students of computer science, we able to complete this business plan on time eith the basics on entrepreneurship that has been taught by Madam during the lecture session.

3. Below is the list of the entire group members that involves in the process of completingthis business plan :

NAME	MATRIX CARD NUMBER
ERVY DIAN SARY BINTI GUSRA	2011486776
NDIE BELIKAU	2011642814
SITI ZAFIRAH BINTI WAHAP	2011431144
YVONNE PIA ANAK RENTAP	2011218434
IRWIN KEVIN MUESON	2011232022

2.0 EXECUTIVE SUMMARY

We named our business as "Frosty Motion" where we sell various types of ice cream and toppings. Our company use different way of selling the ice cream, by using truck. The truck will move according to the schedule. Our target place is around the universities and schools. We also collaborate with Majlis Agama Islam Sarawak (MAIS) to get our halal certificate.

Our priority is to sell the best and delicious ice cream to our customer in term of quality and taste. Also not to forgot the services that we will give to our customer. Our employee will be professionally train to serve their customers to the fullest satisfaction.

We are divide into five main manager .First, general manager that will do all the early stages of planning .Second, Administration manager which is responsibility for the overall work performance of our company .Third, marketing manager who in charge in marketing strategy .Forth, operation manager who in charge in operation planning and working duty .Lastly, financial manager that responsible to ensure the flow of money to be record correctly.

We ventured this business because we want to be the first entrepreneur that sell ice creams in Malaysia by using truck .Our business is long term because demand for ice cream will keep increasing as in our country, every year will have a festival or celebration for instance ,Birthday Celebration ,Hari Raya Aidilfitri ,Chinese New Year and many more. The fact that ice cream is well known desert in Malaysia and suitable for all ages make us ventures this type of business .Thus, we strongly believe that our business will success as we sell varieties of ice creams and toppings and our business will separate throughout the world.

3.0 MAIN BODY

3.1 INTRODUCTION

Name of company:

We named our business as "Frosty Motion" where this name has been decided after series of discussion between us. The word "Frosty" represent that we sell something cold which is ice cream. "Motion" word mainly refer to our truck which means we sell the ice cream in truck at the specific place according to the schedule.

Nature of business:

The nature of business that we want to ventures is sell ice cream by using truck. We sell various type of ice cream. Besides, we are also give add on at the top of the ice cream such as fruits jelly, and sprinkles. We do start our business with two trucks, which will be move according to the schedule.

