



**FUNDAMENTALS OF ENTREPRENEURSHIP(ENT300)**

**BUSINESS PLAN**

**PREPARED BY**

**Faculty in Administrative Science and Policy Studies**

**Diploma in public Administration**

**AM1104A**

**PROJECT TITLE : Business Plan on Ice Dream**

**GROUP MEMBERS:**

<b>NAME</b>	<b>ID NUMBER</b>
ANN FERNAH DONNIE	2016333233
FELISCIA ANAK DADIE	2016179485
AVYLINE AUGUSTINE DAANG	2016766013
KHIMARION KELVIN	2016436636
DORTHY VENSON SIA	2016555755

**PREPARED FOR**

**MADAM SITI MARDINAH BINTI HAJI HAMIDI**

**SUBMISSION DATE:**

**14<sup>th</sup> December 2018**

## LETTER SUBMITION

Diploma in Public Administration (AM110)  
Faculty of Administrative Science and Policy Studies  
University technology MARA Campus Samarahan 2  
94300 Kota Samarahan, Sarawak

14<sup>th</sup> December 2018

Madam Siti Mardinah Binti Abdul Hamidi  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
University technology MARA Campus Samarahan 2  
94300 Kota Samarahan, Sarawak

Madam,

### **Submission of the Business Plan (ENT300)**

According to the title above, we would like to submit our business plan on thr name of Ice Dream consist all the detail, example,document and the following procedure which is located at Bandar Riyal,Taman Samarindah Kota Samarahan.

2. This report consists of important component and aspect that have been considered in the beginning of the business. It includes our business profile,structure administrator, financial,marketing and operation aspect plus all other information regarding the business plan.

Below is the list of the group members that involved in completing this business plan:

ANN FERNAH DONNIE	2016333233
FELISCIA ANAK DADIE	2016179485
AVYLINE AUGUSTINE DAANG	2016766013
KHIMARION ANAK KELVIN	2016436636
DORTHY VENSON SIA	2016555755

Thank you.

Yours sincerely,

  
.....

(ANN FERNAH DONNIE)

**General Manager**

## TABLE OF CONTENT

CONTENTS	PAGES
Letter of submission	1
Acknowledgment	2
Table of content	3-5
Executive summary	6-7
1.1 Introduction to business plan	8-9
1.1.1 Name Of Company	
1.1.2 Nature Of Business	
1.1.3 Name Of Partners	
1.1.4 Location Of The Business	
1.1.5 Date Of Business Commencement	
1.1.6 Factors In Selecting The Purpose Business	
1.1.7 Future Prospects Of The Business	
1.2 Background of business	10-13
1.2.1 Mission	
1.2.2 Vision	
1.2.3 Objective	
1.2.4 Slogan	
1.2.5 Location Area	
1.2.6 Business profile	
1.2.7 Logo	
Partnership Background	14-18
Partnership Agreement	19-20
<b>MARKETING PLAN</b>	21-39
2.1 introduction	
2.2 marketing objective	
2.3 product and services description	
2.4 target market	
2.5 market segmentation	
2.6 market size	
2.7 competition	
2.8 market share	
2.9 sale and forecast	
2.10 marketing strategies	
2.11 marketing promotion tools	

## **Executive Summary**

Ice Dream offer a various flavor of ice cream and also we are providing a snack and beverage to the costumer. Our main product is ice cream. We provides cone ice cream, and cup ice cream with three different size which is small, medium and large.

Ice Dream provides many flavor of ice cream where the costumer can choose their own favorite ice cream and mix it to three flavor in one cup or cone. This can make the costumer satisfied where they can taste three flavor of ice cream instead the have to buy different flavor in other cup. It is also can save the costumer's money

Ice Dream is a homemade ice cream. We get the ingredient from the supplier and we mix it all together then we put it in the machine maker. After the ice cream is done we put the topping which the customer want. There are many topping that can be choosed by the customer. It will make the ice cream more tasty with the topping.

Besides, our shop is targeted on the students, families and the public. We aim for the students because our shop is near to schools which is SMK Muara Tuang, Sk Muara Tuang, kindergartner, University and etc. The student will go to our shop after their school and they can enjoy our delicious ice cream. Our shop also near to the residential area where many of families live in that area then it will be a benefit to us. There is also a supermarket and market near to our shop, we will aim for the public which going to shopping to go to our comfortable shop for break.

Ice Dream also provides a delivery services. The customers may place their order in our Facebook, Instagram or Twitter. Customers also can direct massage or call to our shop for the order. However, the delivery service is only for the nearest area in the Taman Samarindah otherwise the rest can come to our shop for enjoying our ice cream.

Ice Dream will have a promotion on the opening day which all the purchased are 30% off. Besides, for the student also will given a promotion which is 10% off. Moreover, every Wednesday will be given a promotion 15% off. This will attract more people will come to our shop by having this all promotion.

We develops a strategy that can attract more costumer to come to our shop. Besides, the management of Ice Dream consist of 5 people which we all agreed to appoints ANN FERNAH DONNIE as General Manager, AVYLINE AUGUSTIN DAANG as the Marketing Manager, DORTHY VENSON SIA as Operating Manager, KHIMARION ANAK KELVIN as our Administration Manager while FELISCIA ANAK DADIE as our Financial Manager.

## **1.1 INTRODUCTION TO BUSINESS PLAN**

### **1.1.1 NAME OF COMPANY**

All of us have agreed to name our company as ICE DREAM, because mainly our shop are sell various of ice cream. Besides, we also sell snack and beverage in our shop. The ICE DREAM's name will make our customer aware taht we are selling ice cream because of the pronunciation of ICE DREAM is quite similar to ICE CREAM. The ICE's mean is cold and felling fresh to eat the ice cream while thw DREAM's mean a desire of people to eat an ice cream. Therefore, the combination of our company name which is ICE DREAM means the feeling of relex, fresh and positive when the customers eat our ice cream.

### **1.1.2 NATURE OF BUSINESS**

Our main activity is making ice cream and selling ice cream. We make a several flavor of ice cream and customer are free to choose whatever flavor they want to mix with. We also selling snack and beverage such soft drinks in our shop. As our shop located at Taman Samarindah Kota Samarahan, this place is near to the school and residential area. Therefore, our shop is also providing a delivery to the nearest area only.

### **1.1.3 NAME OF PARTNERS**

This business founded by five partners. There are Ann Fernah Donnie as a General Manager, Feliscia Anak Dadie as a Financial Manager, Avyline Augustine Daang as a Marketing Manager, Dorthy Venson Sia as a Operational Manager and Khimarion Anak Kelvin as a Administrative Manager.

### **1.1.4 LOCATION OF THE BUSINESS**

the premise is located at Lot 116, Bandar Riyal, Jln Muara Tuang Park, Kampung Muara Tuang 94300 Kota Samarahan, Sarawak. This premise located near to school area which is Smk Muara Tuang, kindergarten school and etc. Besides there is residential area nearly the premise. There is also a supermarket nearly the business which Farley Supermarket. We can target the student, families, public at that area.