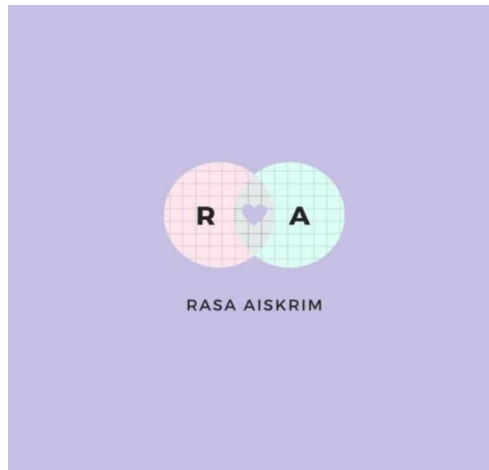




اَوْنِيُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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MARA



RASA AISKRIM
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN

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EXECUTIVE SUMMARY

Rasa Aiskrim offers the best traditional Malaysian ice cream that is flavorful and delectable. Our ice cream is freshly made every day and we solely used premium ingredients in the making of Rasa Aiskrim. Rasa Aiskrim is a dessert which gives satisfaction to fulfill customer's cravings. This business is a partnership-based style of company consisting of four members who hold significant positions, such as General Manager, Administration Manager, Marketing Manager, Operating Manager and Financial Manager.

The main objective of our company is to market the mix of traditional culture ice cream with plenty of latest flavors to be selected such as Oreo, Choki Choki, and even Lotus Biscoff which is currently high in demand. At intervals the flavorsome ice cream, premium and quality taste enhances the whole ice cream making it as the top traditional ice cream choice in Malaysia.

Our Rasa Aiskrim has popped out with our target market. Children, teenagers and adults are enclosed. Children who once enjoyed an explicit style of ice cream can presumably still enjoy it as they become adults. Consistent with polls, today's latest flavors do not charm abundant adults, however they actually charm adolescents. This is one of the reasons why we tend to embody adults, the flavors obtainable in premium stores are quite common. We tend to use mass selling to see our target market that is appropriate for any group of age.

This business strategy is designed to address the current challenge in order to ensure the consumer's safety and security while satisfying their needs and desires at the same time. Moreover, business arrangements drive the work as a reference for capitalists as this business presumably has an enormous probability and potential to develop as one of the triple-crown businesses within the business. In this method, we are able to persuade bankers, investors, and shareholders to draw in their support for the expansion of our business.