



**ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP**

| SUGGESTION FOR REFERENCE: | |
|---------------------------|---|
| OVERALL BIZ PLAN | |
| INTRODUCTION | |
| ADMINISTRATION PLAN | ✓ |
| MARKETING PLAN | |
| OPERATION PLAN | ✓ |
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BUSINESS PLAN



90'S ICECREAM

PREPARED BY

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EXECUTIVE SUMMARY

This business is established by five (5) dedicated and ambitious individuals which hold important positions consist of General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business modal is amounted to RM where the total contribution is from various resources that is loan approved by local bank which is RM and RM contribution from each members.

A comprehensive and rather well thought of analysis has been carried out to ensure that our product is of high quality and provide diverse offerings to our targeted customers. With innovative and modern ideas as core aspect in our business, we have anticipated to increase sales in the first year of our operation with more than hundreds of orders from various sectors. Additionally, ice cream in plastic tube is already gaining popularity in our country.

Moreover, the location of our premise is highly desirable and strategic as it is located at the center of the only downtown area in Seremban, Negeri Sembilan. Within this area that is accessible to the rural community in Bandar Baru Nilai, it is undeniably much more convenient for us to advertise or carried out our extensive marketing plan to commercialize our product among the people in Seremban. Our potential customer is targeted from either a range of local people.

Despite our company's decision to produce an ice cream in plastic tube due to our innovative ideas to imply modern element to it, we believed that with the various flavours of local favorite fruits and the innovation of the flavours can attract so many customers. We also make a creative design from the normal plastic tube.

We are expecting that our business will developed more in upcoming future as with our innovation on the existing ice cream in plastic tube, the demand for it not only will appeal to individual but also became a necessity to big companies that wanted to cooperating or promoting our business. This prospect will bring more advantages for us in terms of profitability and stability in the long run.

1.0 INTRODUCTION TO THE BUSINESS

| | | |
|---|---|---|
| 1. Business name | : | <i>90'S ICECREAM</i> |
| 1. Business address | : | 13A JALAN JERNEH 1/9 TAMAN EKA MATAHARI 71950 SEREMBAN, NEGERI SEMBILAN. |
| 2. Nature of Business | : | Satisfaction of consumer's need |
| 3. Factors in selecting the proposed business | : | - popular in any level of ages - easy to sell - simple to produce |
| 4. Future prospects of the business | : | Growing business revenue from year over year, fixed expenses and hoping this business can be export worldwide with various local flavors. |

1.1 PURPOSE

Seeking for financial institution in attaining some capital to run a business. Proving that any hard work with some support and non-stop efforts plus teamwork nothing can be impossible. In order with our economic nowadays, it force us as student to find side income to support our studies and basic needs. We hoping one day our small business could be famously known equivalent as other modern ice cream.

1.2 BUSINESS BACKGROUND

| | | |
|--|---|-------------------------------|
| 1. Business name | : | <i>90's Icecream</i> |
| 2. Business main activity | : | <i>Manufacturing of goods</i> |
| 3. Website (if appropriate) | : | ninetyicecream.com |
| 4. Business email | : | 90sicecream@gmail.com |
| 5. Contact number | : | 0189893064 |
| 6. Business entity | : | Partnership |
| 7. Business registration date | : | 10 November 2019 |
| 8. Commencement date (Operational date) | : | 1 January 2020 |
| 9. Name of bank | : | Bank Islam |
| 10. Business current account number | : | 07052024533484 |