



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN

ICE SHAKES ENTERPRISE

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ICE SHAKES ENTERPRISE

1.0 EXECUTIVE SUMMARY

Beverage industry is one of the biggest contributors in Malaysia's economy and it has been proved the industry consistent growth in the Food and Beverage Global Report 2013. Malaysia has high potential in business, plus our government wants the local to get involved in this field. We have form a partnership named Ice Shakes. Ice Shakes is the new firm that involves in the beverages in Malaysia to provide variety flavored ice drinks to satisfy customers. Our name represented our main product, which are flavored ice drinks. It is represented ice and customers clearly know our business product by our firm's name. Since our business nature is partnership business, the profit sharing will be based on the capital contribution by each partner.

Ice Shakes will provide variety flavored of ice drinks including flavored ice blended, fresh fruits ice blended, and variety mixed and match ice drinks. Every drink can be added additional on such as chocolate chips, Oreo, chocolate rice and many more.

We have agreed to set our business location at Centre Point Kota Kinabalu in the ground floor because it has great opportunity in that location. Centre Point is one of the popular shopping mall and frequently visited among local and tourist. We have scheduled our business will be started on 1st January 2014. Our entire organization plan, marketing plan, operation plan and finance plan has been prepared before the commenced date.

1.1 INTRODUCTION

Our firm named Ice Shakes Enterprise serves variety of ice blended drinks. Ice blended are our main product and as we known beverage became a majority favorite to people in Sabah especially in Kota Kinabalu. The reason why we choose this type of beverage because the weather in Malaysia is suitable for it.

“To become the leading local firm that involve local (bumiputera) that able to compete in the beverage industry and to be one of the biggest name in the industry where our business to be expand all over Malaysia” is our vision. We aspire to be the leading local firm especially in Sabah that produces the same product in the same area. Centre Point, fourth floor will be our location to do our business.

Besides, in order to achieve our mission which is to promote and expand our business we have made our products different than other in term of quantity, quality and taste and also all of our products are registered as halal product.

Our objective is to achieve the highest possible sales in the market, to offer a good and fresh ice blended and to fulfill customers want and needs. This is what we hope and plan to achieve. The increasing of customer needs and wants will make us to believe that our product will contribute in the market. We will give a lot of efforts to fulfill customer needs and wants and promote our business around Kota Kinabalu.

1.2PURPOSE OF BUSINESS PROPOSAL

The main purpose for us to prepare this business proposal is:

- i. As a guideline to start our business and also our partnership.
- ii. Our business will organize and manage effectively and efficiently.
- iii. Help to persuade our customers and give confidence to them about our business.
- iv. Help to estimate cost that involved in the business.
- v. Help to identify opportunity and potential of the business.