



UNIVERSITI TEKNOLOGI MARA

ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
GALORE ICE CREAM

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## 1.0 Introduction

Introducing our company Galore, which serve ice cream as our main point in business plan. Our company located at the Imago Shopping Malls, KK Times Square Phase 2, BFF Coastal Highway, 88100 KK Sabah, Malaysia. In our company, tend to sell a various kind of ice cream and topping.

Nowadays, people keep looking for the rare service and unique. Our company provide the uniqueness with high quality that the ice cream that they purchased custom made by their own creativity by the technology ready for customer. Saying that, ice cream fulfil the enjoyment of happiness and reduce our stress.

We believe that if we are strongly guts to proceed in this arena which are ice cream business can gradually expand step by step. Other than that, the existence of our product can gain profit and maximised the utilization of output. Business plan can be the guidelines for us to go further and run our smoothly. Overview, we are taking serious in doing business and deliver the satisfaction to our customer.



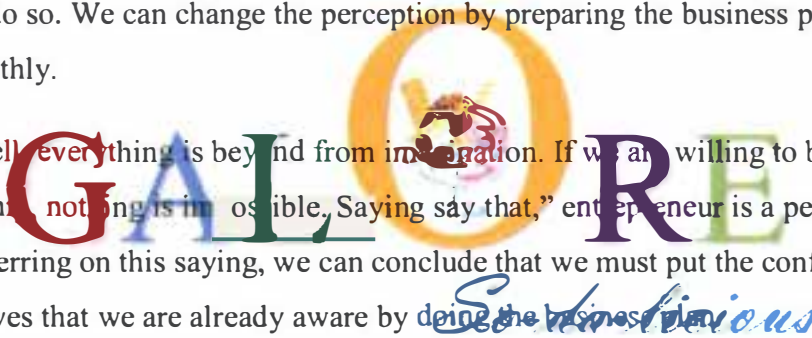
## 2.0 Purpose

Planning is a crucial part in order to achieve our agenda in business. By doing this, we can go along with the other competitors. We should take serious in order to start up a business in market. To develop our business, we must have the courage, the leadership that can lead people to join us and persuade them self to be like us.

In young generation, business online is easy to enter and can make profit from it. Then, the vital thing is each of them must have the entrepreneurship attitude to deliver the significant meaning for them self. In other hand, we must have the strategy to start up business with business plan. Hence, we are not wasted, the time for doing this are shorter and in a proper management.

Apart from that, we can create the history by attacked the market with uniqueness and strong reason why we should take part in business carrier. All of this need planning and business plan. As the generation y, we can transform our imagination to be the realistic fact that people can do it but they insist to do so. We can change the perception by preparing the business plan so we can run our business smoothly.

In a nutshell, everything is beyond from imagination. If we are willing to be the successful entrepreneur, nothing is impossible. Saying say that, "entrepreneur is a person who undertakes to do a job". Referring on this saying, we can conclude that we must put the confidence in our self with strong objectives that we are already aware by doing the business plan.





### 3.0 Executive summary

Galore is defined the various type of things. Ice cream is our stage to perform the best of satisfaction value to our customer. In order to deliver the taste of our ice cream, our company try to make something new innovation and creative to serve the ice cream. Ice cream not only love by the children but also the adult love who enjoy it.

Most of the time, Baskin' Robins is one of the example company that serving ice cream for their customer. In other to be like that, we serve our customer with the uniqueness topping and lots of flavour that home made by us. Apart from that, our company generate the new idea by following the current technology to make an ice cream that customer can see the ice cream made by us and customer also can choose to do it by itself.

The tastes of the ice cream is creamy and very relaxing while we enjoyed. It is about the satisfaction of our customer that we are trying to fulfil. The texture of our ice cream is very light and easy to memorize because we are preparing the uniqueness of topping that people love and attract by doing so.

Our ice cream is suitable for all ages. Everybody can afford it with the best price and affordable. Furthermore, it is all about fun, while our customer enjoyed their ice cream, they also can take some Polaroid picture with their members, family or even with their partners. Our company want to give the impact of happiness to all customer that are sincerely to come and enjoyed our service.

*So-da-licious*

To conclude, our company tends to create the value of relationship by serving our ice cream to customer among themselves and the workers itself. We strongly agreed that by serving the ice cream with various type of flavours, tastes, topping and technological in advance, we can expand our company among local and gradually worldwide market.

#### 4.0 Business background

Below is the specific information regarding to our company that formed by five members.

Name of the business : Galore Ice Cream  
 Location : Lot C, first floor Imago Mall, Kota Kinabalu Centre, Sabah.  
 Guidelines : Ice cream with various topping  
 Phone number : 011-26868247  
 (General Manager)  
 Office : 088483443  
 Counter : 088483444  
 Fax number : 088483445  
 E-mail : galorecafeimago@gmail.com  
 Form of business : Partnership  
 Main activity : Custom made  
 Date of registration : 6 of June 2016  
 No. Of registration : 0045464648-X  
 Date of commencement : 6 of June 2016  
 Initial capital : RM 50,000  
 Bank loan : RM 33,205  
 Name of the bank : Maybank  
 Account numbers : 1200882626

