



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
INTRODUCTION TO ENTREPRENEURSHIP ETR 300**

THUMB-THUMB CREAMERY 5DN BHD

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

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Sekian, terima kasih.

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EXECUTIVE SUMMARY

We plan to run a business by opening an ice cream factory. As for preparing ourselves to meet with the business world, we had done some research on the type of business that we will run. We decide to enter this business as to take the challenge from the government in order to see more Bumiputras involving in business. By preparing this Business Plan we are exposed on what to prepare before opening a factory for example how financial proposal are made, how to organize the management, how to budget the operation and others. We decide to open a factory in Kawasan Perindustrian Bukit Makmur. We choose the location by referring to the facilities, demand, population and some other factors which will we will explain later on. As a conclusion, we hope that his Business Plan will give the clearer view for the potential entrepreneur who is interested in involving in this challenging world. We are really sorry if there is any mistake in preparing this business, as this is our first time doing this Business Plan. We hope from the mistakes, we will improve ourselves in the future.