



اَوْنِبُوْ رَسِيْتِيْ بَاتِيْ كُنُوْ لُوْ كِيْ مَبَارَا  
UNIVERSITI  
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MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)  
BUSINESS OPPORTUNITY

ICE CREAM FRUIT CUP  
MANUFACTURING

PREPARED BY:

FACULTY & PROGRAMME : FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY  
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PROJEC TITLE : CHOOSE ONE BUSINESS OPPORTUNITY

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## Executive summary

We have identify that we choose ice cream fruit cup as our business opportunity. This is because there no one competitors have sell new flavor except sugar brown and sell the ice cream that have fresh fruit.

Besides, we also have evaluate the business opportunity to see and know how far our business is going on and to prevent we set up wrong business. The main 3 things we consider is environment, ourselves and community. For the environment, we need to know our target market or buyers that will buy our product and can consume our product to forecast our sales. Besides, focus on customer on what they wants which Is the preferences and taste also the trend now days. moreover, have a strategic plan how to promote the business, how can our business help society, the rule or procedures set by government to the entrepreneur and consider about the place set up the business either it is strategic or not.

Lastly, we also select business based on how legal it is, weather it is follow the act or rule, the challenges will face in the future and what is needed when set up the business.

For overall, we believe the business we decide to set up which is ice cream fruit cup give us opportunities to gain profit since it have own unique and different that have more values on itself will attract customer to buy which this will cause our market growth.

Business opportunities where we choose to set up the business that already existed but we add some values that exceed customer expectation that make our product or services a bit different from the other.

In business, we need to identify what business we want to do. It is important because we know what we want so our own goals can be achieved. For example, this A person interested to do work in kitchen since he kids and he take culinary course after he finish he secondary school. Now, he open up his own restaurant which is under product-oriented.

As we decide among of us, we have choose ice cream fruit cup as our business opportunity. The reason we choose is because there no one have sell the ice cream mix with fresh fruit. Besides, our flavor also different which is mint and green tea. We believe people tend to choose our product because it is something new and bit different from the existed ice cream cup that only have common flavor which is brown sugar with few topping.

Since we add some values on our ice cream product which is mix with fresh fruit and new flavor compared to existed ice cream cup, it become advantages of our product. Besides that, our product also healthy food and can consume by kids and adult. This is because the fruit that we mix with the ice cream is fresh fruit and it is contains a lot of vitamin. Moreover, the modal needed to open up ice cream fruit cup business is medium and we are afford since we have decide to use our own money.

In order to set up the business, we have use 3 steps to see overall aspect in making business which is evaluating, identifying and selecting.

It is important to evaluate the business we want to set up. This is to ensure we set up the right business which meet the wants and needs of customer. Besides, to know the society preferences and taste which changes from time to time that called trend. Moreover, to ensure what we want and what we have currently. For example, we need to have stable financial or money as our modal to set up the business and think either do we have the amount needed. To evaluate business, we had use and predict from 3 aspect that have it point which is environment, ourselves and community.

#### a) Environment

##### i) Population structure

There 89,970 population in Samarahan which have veteran, kids and adult. The average of veteran age 65 and above is 20%, 25% kids age between 2 years and the above and adult age 21 until 60 is 55%. Since we target kids and adult as our target market, which is 75%, we assume that the chance we have potential customer is high.

##### ii) Income and taste

Our product is ice cream and it only cost RM4 per cup. Our product is cheaper and all income categories from lower to higher income is affordable to consume our product. the reason we choose ice cream as our business opportunity is because people tend like to have dessert food such ice cream seem the temperature of weather is high and ice cream know as delicious or the best dessert for mouth because itself thus it cool food.

##### iii) Media and internet

In metropolitan era now days, almost 85% people using smartphone and have own media social account, we using media and internet to promote our product. This is one of effective ways to let society know about us. We also ask our friends also family members to share our media social page to gain like and ensure the society make our notification as first so they know what is going on among us and ensure page fans also as our customer.

##### iv) Social problems

We create job opportunity to the society to become one of our company member since we will have our own shop. We will held interview session with applicant. We need recruitment to have a workers that help us in handling finish good and serve the customer. the social problem such