



UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)

BUSINESS PLAN
ICY CREAM 'OG' ENTERPRISE

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EXECUTIVE SUMMARY

We are starting our own business as partners, and all of us decided to call our business as Fried Ice Cream. Our main activity of business is introduced new flavor of Ice Cream instead of the original one. There are several departments in our business which are administrative department, operational department, marketing department and financial department. Each of us heads the department while one person acts as the General Manager, which heads all the departments in our business. We started this business by applying for loan and each of partners been approved for having with the amount of RM30, 000.00. Our operation located at Palm Square area, Kota Kinabalu, Sabah. The reason for choosing this place because it's a highly developed area, that is why we tackle this business opportunity to established business there.

1.2 PURPOSE OF BUSINESS PLAN

The purposes of preparing this business plan are:

- i) To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.
- ii) To analyze and evaluate the viability of a proposed venture.
- iii) To convince relevant financial institutions for investment potential of the business.
- iv) To act as a guideline for managing the business.
- v) To allocate business resources effectively.
- vi) To identify any possible problems and try to find the best solutions.