



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH  
KAMPUS SUNGAI PETANI  
INTRODUCTION TO ENTREPRENUERSHIP ETR300**

**E'CLAT ICE CREAM**

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**KEPADA SESIAPA YANG BERKENAAN**

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Sekian, terima kasih.

Yang benar

**MAZNAH WAN OMAR**  
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# INTRODUCTION

Éclat Ice Cream is the name given to our company. It is going to be established on the 1<sup>st</sup> of January 2005. The business that we are going to run is an ice cream café as well as a trading company. This types of business is also few nowadays. This is because many people think that this business is demanding and can not bring any profit at all. However, we are now wanted to prove that this business is not only interesting but also had potential to be a profitable business. We had determined the strengths and weaknesses in opening this business and we had come up to a conclusion that if the strategies that we choose are good enough and correct, we are not only going to be known by people, but we are also will gain high profit possible.

We had chosen to setup this business in Pulau Tikus, Penang because there still no Bumiputra involves in this kind of business in Penang. So, we are the first Bumiputra who starts to establish these types of business in Penang area. Generally, we choose to open this business because we had realized that there are several businesses like us exist in this particular area but still no Bumiputra involves in this kind of business. Moreover, it is because of the increasing demand of desert especially ice cream from time to time. Our business is under the category of trader as we order the product from the manufacturer and serve the product to the customers.

To make our business more interesting and different from any other competitors, we are also providing several packages in our service such as romantic package for romantic couples, family package for family occasions, festival and ceremony package such as moon cake ice cream during moon cake festival, low fat package for dietary people and etc.

## **EXECUTIVE SUMMARY**

As we can see, our country Malaysia is developing from time to time. It is stepping closer towards the realms of business development. The participation of Malaysians in business sectors is really encouraged by the government. Thus, government provides so many contributions to those who face difficulties in running their business. The helps can be seen in terms of government loans, grants and so on. The participation of financial institutions is also important. We did make a lot of considerations before opening this business. We had come up with a conclusion that is, the participation of Bumiputras in this kind of business is really limited. We had decided to proceed with this business, as we are truly confident with it. With this opportunity, we decided to open:

### **'ÉCLAT ICE CREAM CAFE'**

Éclat Ice Cream Café will be operated on the 1<sup>st</sup> of January 2005. The operation of business is based on the Partnership Agreement that all partners earlier. Partners are informed about the matters pertaining to the flow of the business. This is done so that they will be aware of it. Basically, the business is really interesting as we know that people like to eat ice creams and they would like to try and taste something new. We hardly come across this kind of business, nowadays, that is why we see it as a very valuable opportunity that we should grabbed.

The scope of business is quite large. This is because the location of our business is in the middle of the urban area and tourist's place. In addition, the