



اوتو ستي تيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA SARAWAK

KAMPUS SAMARAHAN

DIPLOMA IN PUBLIC ADMINISTRATION

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

Berry BerryCreamo

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2. Executive Summary

The name of our company is Berry Berry Creamo. Our business is in the form of partnership which consists of four members. Each partner contributes certain amount of capital as agreed in the partnership agreement. Our business prime activity is to provide special ice cream flavors to the customers. Based on the name of our company, which is 'Berry', we are providing special flavors such as raspberry, blueberry, blackberry, cherry, and strawberry. Other than that, we also serve the common ice cream flavors such as chocolate and vanilla.

Other than just the ice cream itself, we also produce ice cream waffle and ice cream shake. In a nutshell, our products are based on ice cream. Additionally, customers can choose what flavor they want based on what have been provided. Then, the customers also can make a decision on the topping for their ice cream, ice cream blended and also ice cream waffle. Our toppings are berries, chocolate chip, biscuits, and chocolate rice. Besides, all of our customers can choose what syrup they want for their purchase. We are providing two different taste of syrup that are first, chocolate and second, strawberry. One scoop of the ice cream will cost RM 2.00. However, we also decided to create a package for plenty purchasing in order to increase the number of our loyal customers.

It has been decided that Nur Linaliyana Binti Khatem will be the General Manager as well as the Administration Manager based on her ability to handle both tasks. The Marketing Manager is Muhammad Rasul Zaini Bin Mahader. The Operation Manager is Muhamad Shahrir Bin Mohd Shain. Lastly, the Financial Manager is Muhammad Khalid Bin Marzuki. All of the executives are chosen based on their skills, abilities and also experiences.

The management team will be led by the General Manager and assisted by the other executives. The General Manager is responsible in planning, leading, controlling and organizing

3. Purpose of Business Plan

Based on our company's name itself that is Berry Berry Creamo, we just want to make clear to every individual that our company is special because we will be producing erratic flavors of ice cream. Other than that, this plan is useful for us to show every details of our system from the General Manager, Marketing Manager, Operation Manager and also Financial Manager. The capital that is our own contribution as well as loaned money will be used effectively in order to achieve our targets. Not to forget on how we handle the man power planning. We will need only some amount of workers to help running the business. In addition, this business plan is also for us to show that we have decided the best decision ever. For example, the price, the packages, the product itself, the location and our other techniques. Furthermore, this business plan will help us to check and balance our profit and losses.

9. Administration Plan

☆ INTRODUCTION

Administration department is the most crucial agent in an organization where it is responsible to delegate task and clearly defined the job classification in order to avoid duplication of work. The administration manager holds this important responsibility in ensuring that all company's activities are running smoothly and effectively. An efficient administration and management of the organization will contribute to the successful of the organization's business.

A good administration is important in order to achieve a successful business. Administration is consists of a group that running the activities of administration and have an authority to administer an organization and they are consists of General Manager, Administration Manager, Operational Manager, Marketing Manager and Financial Manager. Administration department also helps company to become effective and efficient business. Therefore, it is important for the company to set up their vision, mission, goals, objectives and strategies. In an organization, the employees must be motivated to accomplish their work to produce a high quality and satisfactory output, products and services so as to achieve the established organizational goals, vision, mission and objectives.

INTRODUCTION.

Marketing can be defined as activities that are carried out systematically to enhance sales of product or services as long as the activities are guided by religious and ethical practices. Marketing is basically an exchange of activity that takes place between a business entity and its customer. The customer can include individuals, other business entities and support organizations. Marketing is not simply a collection of specialist business communication skills. It is separate management practice which, when integrated with operational and finance management, forms the backbone of any business.

Human needs can be defined as basic physiological requirements in one life such as entertainment. Wants are defined as unfulfilled needs that are often influenced by one's culture, social upbringing, personality and religion. Thus, it is essential for the marketing people to identify the need and wants of consumers in order to create an effective marketing.

We believe that through comprehensive marketing, we are able to increase our sales thus, bringing more profit to our Berry Berry Creamo. It is important for me to find ways to develop this type of business in Kota Samarahan, Kuching. Analysis on customer behavior is to be done on a continually basis as consumer need and wants are constantly changing. It is important to ensure that customers are attracted and motivated to get our product and services.

Marketing lies on the concept of satisfying the customer needs and wants and at the same time achieve the targeted profits. In order to keep the business running for a long term it is also important to remember that the customer satisfaction comes first, then followed by profit, the main objective of marketing plan is to attract more customers to know about our products and services, location and business that we are provided to customers other than that to earn profit.

The success of a business mainly depends on good marketing plan, how we market our product. Therefore, a strategic marketing process is needed to help us identify important weaknesses in our offering to customers and on the other hand to establish why we have been successful. We are looking to an effective marketing plan by implying efficient marketing strategies.