



UNIVERSITI TEKNOLOGI MARA SARAWAK  
KAMPUS SAMARAHAN 2

FACULTY OF BUSINESS MANAGEMENT  
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY  
ENT 300: FUNDAMENTAL OF ENTREPRENEURSHIP

**“SWEET TOOTH”**

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## EXECUTIVE SUMMARY

SWEET TOOTH is a new business that starts its operation at Kota Samarahan, Sarawak and being managed by the bumiputera. Sweet Tooth names comes out from the idea from the partnership member since they all like something that is sweet. We choose Sweet Tooth because according to and since our business is selling ice-cream, furthermore, Sweet Tooth is one of unique name that when you heard of it, it'll make you wonder what actually the business are and it can gain curiosity to the customer.

We Sweet Tooth providing ice-cream with topping at affordable price. In Kota Samarahan, they are no any business like this. Although our competitor are already well established, and well known, but somehow, the prices of their product are too expensive, not all people can buy it.

We believe that our market potential is quite extensive and the customer would prefer to our product, because it much cheaper to be bought, plus, we adding a new ingredients for the topping for the ice-cream. Our ice-cream have its own appeal of creativity, interesting, cute size, and also in affordable price.

We are starting our business with the total amount of capital is RM24,000. Each partner contribute RM4,800. We have five workers in this business, which is general manager, marketing manager, operation manager, administration manager and financial manager.

Even though our business is still new, but we believe that, with some hard work, efforts, creativity, and giving a good services to customer, they for sure will come back to have some more.



## ACKNOWLEDGMENT

“Every successful women, there will be always a man behind” just like this quotes, our completed business plan couldn't have been done without the helps from people surrounding.

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## MARKETING PLAN

### ➤ INTRODUCTION

Marketing is an exchange activity that takes place between a business entity and customers. Marketing plan is formed as the backbone to the total business effort to achieve profitable outcomes. Marketing concept rests on the philosophy that all marketing activities must satisfy customers' needs and wants, and the same time achieve the targeted profit. The customers' feedback shows their level satisfaction that will increase and continue the contribution to the business sales and profit. The business has to offer easily available of products and services that targeted by the customers at right place and time.

Marketing is defined as the activities that carried out systematically to encourage and increase sales of products or services as long as the activities are in line with religious and ethical practices. The effective marketing starts with the recognition of customers' wants and likes. From that, we can satisfy our customers more efficiently and easily to adapt the changes of customers' anticipation. The main focus of marketing plan is on establishment long-term relationship towards customers as an initial viewed as beginning step of the process. The customers' satisfaction feedback will gain profit to the business. The company must be creative, innovative and competitive in order to market the products and services. The business that we would like to introduce is ice-cream shop that significant to Malaysian citizen. In our business, we offered various type of popular ice-cream in Malaysia according to Malaysian's people preferences, choices, needs and wants. The ice-cream that we provide has their own flavor which our ice-cream that we took and order from King's Ice-cream but we comes up and we do the different and something new for the ice-cream.



**➤ TARGET MARKET**

In our business, we focus on our target market which defined market as the group of customer that involve needs and wants that can be satisfied by the business through the supply of goods products. Besides, we are practicing a successful marketing plan that required element of "KNOW YOUR CUSTOMERS" which means we have to know their likes, dislikes and expectations of our products and services. We are also has to know the competitors and their strengths and weaknesses. So, we know our business strengths and weaknesses in market. From that, we can develop and improve our marketing strategy to exceed customers' needs. We are also can improve our knowledge on our competitors and analyze the changes of market place.

In business plan, marketing our products and services is to achieve targeted profit and to be well-established company in terms of finance and quality of products and services. It is the main objectives to a business to be well-known and successful company or business. Sweet Tooth Ice-Cream comes up with their own target area within Samarahan. The business aim is to earn profit that we are ranked customers as number one and they are main priority in the business. The reason we chose Desa Ilmu as our business location because it is strategic area which is the residential and village area. Besides that, there also have many of business exist at there. Not only that, the location that we choose is nearer to Universiti Teknologi Mara(UiTM), Universiti Sarawak(UNIMAS), Institusi Perguruan Tun Abdul Razak(IPTAR) and Kota Samarahan residential. So, it is easy for us make profit and students can come to our shop whenever they want.

