



**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS SAMARAHAN 2**

**DIPLOMA IN CIVIL ENGINEERING**

**(EC110)**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**(ENT300)**

**ICEKOOL (ICE DISTRIBUTOR)**

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Mac 2014

## **Acknowledgement**

We would like to thank and express our greatest gratitude to God for giving us the strength and knowledge in order to accomplish this business plan. Next, we would like to give our special thanks to our beloved lecturer, Sir Abang Sulaiman bin Abang Naim for his substance of support and guidance, all the reference and notes that he gave to us in order to assist us to accomplish our project and also for teaching us the basic of entrepreneurship.

Greatest gratitude to all of the group members, Varyllyna Cassandra, Azizah, Rejina, Sharifah Siti Nurlaila and Andlyn Lisa for all the cooperation and full commitment throughout the accomplishment of this business plan. Thanks for all the knowledge, time, experiences and hard work that we shared together to complete this project. Hopefully, all the experiences that we went through will be useful for all of us in the future.

Not to be forgotten, we also like to thank all our friends who gave us supports and contribute their ideas to improve our business plan and also to those who had involved throughout the completion of this proposal either directly or indirectly.

Finally, we thank our all of our beloved family members who continuously give us financial support and moral support in order for us to accomplish this project with less pressure. We are very hopeful that the process of accomplishment of this task will give us benefit in the future.

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## Executive Summary

ICEKOOL (ICE DISTRIBUTORS) is full-service ice distributor dedicated to consistently providing high customer satisfaction by rendering excellent services, quality products and furnishing an enjoyable atmosphere at an acceptable price and value relationship. We also maintain a friendly, fair and creative work environment, which respects diversity, ideas and hard work.

Our business mission is to supply products and services to our customer's daily necessary and give them freshness to suits our motto "An iceberg freshness in every glass".

ICEKOOL (ICE DISTRIBUTOR) offer the customers with two services which is delivering service and self-service. In delivering service, we will receive calls from customer, take their order and then deliver our products directly to our customer. On the other hand, for self-service, the customer will come to the shop by themselves.

Our own uniqueness that other ice distributor does not offered is that we are the closest distributor in Kota Samarahan area. Kota Samarahan. Plus, our shop location, Unisquare Centre, Kota Samarahan will provide excellent accessibility and high-traffic flow that will guarantee maximum visibility and enhance value to the commercial center. This area is also surrounded by hundreds of new residential homes, making it an attractive and ideal location for businesses.

Besides, we extend our business hours in weekends and open on public holiday to suit customer's free time in case they need our service especially during Festive Season. The business hour will be starting at 10.00 a.m. until 7.00 p.m. on Tuesday until Friday while on Saturday and Sunday, our business hours is 10.00 a.m. until 9.00 p.m. Our off day is on Monday except when it is not necessary for us to have off day.

## **1.0 Introduction**

Business plan is a written document that serves as a blueprint and guide for a proposed business project that one intends to undertake. The information gathered in the business plan is to predict viability, forecast success and proposed strategies for the project. It is important to have a business plan that is well throughout and carefully decided which will guide the entrepreneurs in managing their business effectively.

### **1.0.1 Name of the Business**

The name of our business is ICEKOOL (ICE DISTRIBUTOR).

### **1.0.2 Nature of the Business**

The nature of our business is providing service which is delivering and distributing ice throughout Kota Samarahan area which is the daily need for the citizen.

### **1.0.3 Business Profile**

Kota Samarahan is experiencing rapid development and growth at Sarawak's centre for higher learning, research and technology. It is home to the various higher educational institutions such as Universiti Malaysia Sarawak (UNIMAS), Universiti Teknologi MARA (UiTM) and Kolej Perguruan Tun Abdul Razak amongst others. The continued government development projects and private investment in Kota Samarahan will further boost growth in the area. These factors making this areas an ideal and strategic location for starting new businesses. We also offered among the cheapest price with high quality services to compete with our competitors in this area in order to be the most outstanding ice agency in Unisquare Commercial Centre area.