



اُونِيُوْزْسِيْتِيْ بَارِيْتِيْ كُونُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA (UiTM)**

**CAMPUS ARAU, PERLIS.**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE  
MANAGEMENT (BA243)**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

GROUP ASSIGNMENT:



**CASE STUDY OF MOKTI'S ICE CREAM (FINDINGS)**

PREPARED BY:

NAME	STUDENT ID	CLASS
MUHAMMAD ALIMI BIN MD RASANI	2022898386	RBA243 3B
AINA SYAMIMI BINTI ABDUL SAMAD	2022494966	RBA243 3B
SITI HAJAR BINTI MOHAMAD	2022888302	RBA243 3B
NURSHAKILA BINTI AHMAD ZABIDI	2022498362	RBA243 3B
NURA'AFIQAH BINTI MD ROZI	2022800926	RBA243 3B

PREPARED FOR:

**DR. SHAFIQ BIN SHAHRUDDIN**

## TABLE OF CONTENT

No.	Content	Page
	Acknowledgement	
1	1.0 Executive Summary	1
	1.1 Background of the study	2
	1.2 Purpose of the study	2
2	2.0 Company Information	
	2.1 Company Background	3
	2.2 Organizational Structure	4
	2.3 Product/Services	4
	2.4 Strategy	
	2.4.1 Business Strategy	5 – 6
	2.4.2 Marketing Strategy	6
	2.4.3 Operational Strategy	6
	2.5 Financial Achievement	6
3	3.0 Company Analysis	
	3.1 Business Model Canvas (BMC)	7
	3.1.1 Key Partners	8 – 9
	3.1.2 Key Activities	10 – 11
	3.1.3 Key Resources	11
	3.1.4 Value Proposition	11 – 12
	3.1.5 Customer Relationship	12 – 13
	3.1.6 Channels	13 – 14
	3.1.7 Customer Segments	14
	3.1.8 Cost Structure	15 – 16
	3.1.9 Revenue Stream	16
4	4.0 Findings	
	4.1 Product	17
	4.2 Marketing	17
	4.3 Flavours	17
5	5.0 Discussion	
	5.1 Product	18
	5.2 Marketing	18
	5.3 Flavours	18
6	6.0 Recommendation	19
	6.1 Product Toppings	19
	6.2 Product Packaging	20
	6.3 Price and Portion	20 – 21
	6.4 Product Availability	21
7	7.0 Conclusion	22
8	8.0 References	23 – 24
9	9.0 Appendices	25

## **1.0 EXECUTIVE SUMMARY**

The primary goal of the Food and Beverage service industry is to meet the demands of the customer by considering the need for special food products, the need for excellent value for the price requested for, societal needs, and customer convenience. This attempts to know how the theories learned from this subject can be applied in practical situations using Business Model Canvas (BMC). In this case study we take the opportunity to explore more in Mokti's Ice Cream Gula Apong's. This company has been operating for almost five years, sells gula apong ice cream based and several beverages. However, their company has its challenges and problems in the business. The major problem is their ice cream is easy to melt, lack of exposure in social media, limited flavor selection.

In this research, we could see the findings and results that need to be highlighted. After selling their ice cream to the customers, they received a lot of feedback from customers who were unsatisfied with their product. Some reviews said their ice cream is easy to melt, lack of exposure in social media, limited flavor selection. The review has been attached with proof that their beverage product has few choices to order. Even though they sell a good and unique ice cream taste, they do not sell any healthy choice for soft ice cream. This makes the cafe look less attractive to the customer. Besides that, Mokti's also have a lack of exposure in social media. People are not aware of the existence of Mokti's due to lack of regular advertisement. If this happens, it may affect the company's revenue and sales. Mokti's ice cream has unique taste, The taste of ice cream is too sweet and not good and 'Gula Apong' which is already sweet.

Therefore, there are several suggestions made to address the issue relating to our new product. For our company name is 'IceYou'. Our company concept is serving healthy and various choices authentic flavors to the customers. We provide a lot of toppings and we also added fresh fruits to makes our ice cream become healthier. Our business provides a wide range of products at affordable prices together with excellent products and services. We also aim to give the best and interesting packaging to our customers.

## **1.1 BACKGROUND OF THE STUDY**

There are two key sectors in the food and beverage business. These two aspects are food production and distribution. The processing of meats and cheeses, ice cream as well as the creation of soft drinks, juice and plant beverages, packaged meals, and other modified foods, are all examples of production. Distribution entails getting the completed food product into the hands of customers. Malaysia's Food and Beverage Industry (F&B) is recognised as a rapidly rising market and one of the primary contributors to the national economy. Malaysia's F&B industry was valued at roughly €22.12 billion in 2018, rising at a 7.6% annual pace. Malaysia's food and beverage business is quite broad, with a large choice of processed food for Asian tastes and nutritional preferences, as well as many western recipes. Small and medium-sized businesses (SMEs) predominate in this industry. Aside from SMEs, several international and multinational corporations (MNCs) manufacture processed food items in the country.

## **1.2 PURPOSE OF THE STUDY**

The study's purpose is to obtain additional knowledge about the business. It's an opportunity to discover how the business operates. Using the data provided, students can determine and evaluate what the company requires in order to develop an idea. We picked this business so that we could explore Mokti's Ice Cream Gula Apong's product, planning, marketing, and organizational structure using the Business Modal Canvas (BMC). This is because BMC can assist us in finding a solution. Other than that, students are taught about business-related issues and how to effectively address and resolve them. Students may develop fresh suggestions on how to advance the company's operations in the future by working through this case study. This is beneficial for us students since it requires us to consider ways to enhance business operations, sales, and marketing. Additionally, it encourages students in developing their entrepreneurial skills.

## **2.0 COMPANY INFORMATION**

### **2.1 COMPANY BACKGROUND**

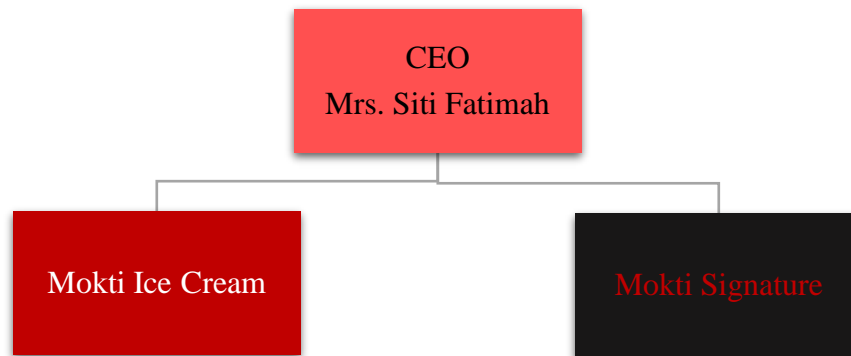
Mokti's Ice Cream is founded by Siti Fatimah Adnan, 31 years old. She came from Perlis, a Northern state in Peninsular Malaysia. She has a degree in Technology and Plantation Management from UiTM and lived in Bintulu, Sarawak as a housewife for 2 years before she started her business.

It was in Sarawak where she discovered the famous aiskrim gula apong or 'apong' sugar ice cream. Apong sugar is made from Nipah palm. They grow along the coastal areas of Sarawak. When she returned to her village in 2014, she craved for apong ice cream but could not find any that gave her the idea to make her own apong sugar ice cream. She attended ice cream making course to learn the basics and then she experimented to create her own version and let her relatives tried it. The ice cream is made of 95% apong sugar from Sarawak and 5% milk.

After that, she opened first outlet in Jejawi, Perlis next to a busy supermarket. It was called Q ice cream without any proper branding. She sold it for RM2 per cup which included 2 free toppings and received much positive feedbacks from her customers before became viral on social media. However, she struggled during the first 2 years with her husband's and family's supports. In 2019, she officially branded her ice cream business as Mokti's Ice Cream. Mokti is short for Mok Fatimah, a name given by her husband's family from Sarawak.

In just 4 years, she owns 85 outlets including the ones franchised by other entrepreneurs. She also operates 3 factories to supply to her shops. In February 2023, she opened her first international outlet in Istanbul, Turkey. It serves artisan gelato, coffee and more. Now, she continues to work hard to grow her business, creating jobs and more entrepreneurs.

## 2.2 ORGANIZATIONAL STRUCTURE



*Figure 2.2.1: Mokti's organizational structure*

Mokti's company is running a Licensing Business Model (LBM) that governed by the Licensing Agreement and it has a geographical organizational structure (**Figure 2.2.1**). Licensing is a business arrangement between Mokti's company and other companies. PMA RICH (M) SDN BHD as the Sub Licensor got the rights by PMA RICH ENT (the owner of "Mokti's" trademark) to embark and adopt a Licensing Business Model (LBM) to enable Gula Apong ice cream spread throughout the world. Mokti's gives its licensees a permission to manufacture its products with a specific payment. Furthermore, Mokti's also has two type of outlet which are Mokti's Ice Cream and Mokti's Signature. As of 15<sup>th</sup> of June 2021, Mokti's company has about 53 outlets; 2 outlets are handled by Mokti's HQ and the other 51 outlets are handled by licensees and sub-licensees. Latest on 10<sup>th</sup> May 2023, Mokti is declared as a franchise, registered under Ministry of Domestic Trade and Consumer Affairs (KPDN). This enables Mokti's to expand their business even wiser.

## 2.3 PRODUCT/SERVICES

Mokti's company is a business that serves product to its customers. The company has two types of outlets offered to its customer which are Mokti's Ice Cream and Mokti's Signature. Generally, Mokti's Signature offers more variety of desserts compared to Mokti's Ice Cream. Basically, Mokti's produces varieties of ice cream, and it is well-known with ice cream 'gula apong' as it is the trademark of the company. Mokti produces ice-cream tub, ice-cream pop and soft serve ice cream. There are also variety of drinks offered by Mokti's such as Mokti's Latte, Foggy Strawberry and Machiapong. The price of the products is quite affordable; ranging from RM1 to RM15.50.

## 2.4 STRATEGY

### 2.4.1 Business Strategy

Business strategy is a set of decisions and activities that a firm makes to accomplish its long-term goals and objectives. In order to determine how a business will compete in the market, provide value for its clients, and make sustainable profits, a methodical and integrated approach is required. There are several business strategies that are implemented by this company.

- Online branding

Mokti's have a good and strong branding. Internet usage is widespread in this world. It is essential for a business to have a strong online presence and branding. Its purpose is to make society aware of the company's "presence." Using their gadgets, Mokti's can communicate information about their operations and let the target market participate. The business will gain a positive reputation as a result. With total of almost 90 outlets, they build a strong branding and have a good reputation.

- Unique product

Mokti's offers many unique ice creams, but most famous ice creams are Apong Asli, Mixed Pandan, and Apongato. This menu has become a best-selling product for Mokti's company. Many people come to Mokti's to enjoy this lovely ice cream. The ice cream flavours offered are indeed quite interesting and accurate to the tastes of Malaysians.

### 2.4.2 Marketing Strategy

As their ice cream prices range from RM7.70 to RM21.00 and their beverage prices from RM11.00 to RM18.00, Mokti's offers reasonable prices. Additionally, they sell popsicles ice cream for between RM1.50 and RM4.50. Also, they sell 500ml tubs of ice cream for between RM12 and RM18.00. The sort of food and drink will affect the cost. According to the type of café, the pricing is fair and affordable.

They have used online platforms to advertise their product, and they even have their own website, [moktis.com](http://moktis.com). Customers can visit their website and see their menu and even the prices that they offer. On their website, it also stated where and the contact number of the branches in Malaysia. Customers can easily find the categories of beverages and food they sell on website.

#### 2.4.3 Operational Strategy

A plan for resource allocation and utilisation that helps a company keep a competitive edge is known as an operational strategy. It is a process of decision-making that also has an impact on an organization's long-term strategy for achieving the goals of its mission statement. Businesses can define the desired quality of their product by creating an operations strategy, and then ensure that the goal is met at every stage of the process. One of the elements of operational strategy is ensuring the product's quality.

Mokti's has an excellent productivity because their ice cream factory has the capacity to produce 12,600 popsicle ice creams, 9,600 ice cream tubs and 57,600 soft serve ice cream premix per month. Two lorries and a storage warehouse with a cold storage facility that can hold 25 tonnes of ice cream are used to transport raw materials and finished ice cream products to our outlets on a constant basis.

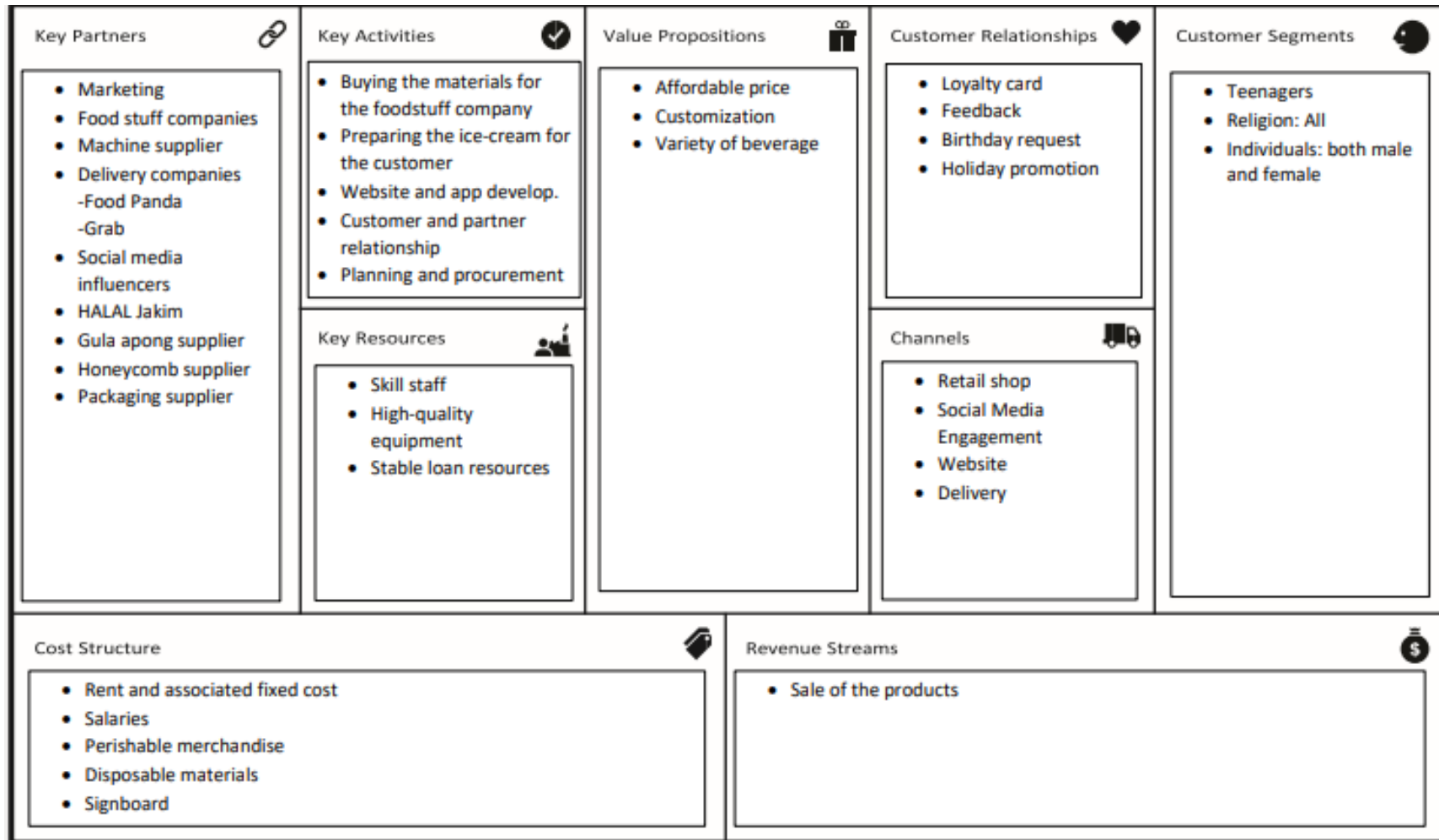
### **2.5 FINANCIAL ACHIEVEMENT**

The Mokti's Ice Cream financial was not specifically stated but are strong and become improving day by day because their sales are above than expectation. It is quite enough to cover the related cost such as purchase order from supplier, salary and wages, machine and equipment and others. Means, this business shows high monthly financial stability every year. In addition, we can see Mokti's Ice Cream has opened many outlets which almost 90. From this, they can make much of profit and revenue. However, this business is lack of marketing strategies, and this will affect their sustainable to be in market. As we know, marketing strategies are very important because if it could not be done properly, the business will not go well. Therefore, when there is no good marketing strategy, there will be no customers.



### 3.0 COMPANY ANALYSIS

#### 3.1 BUSINESS MODEL CANVAS



### 3.1.1 KEY PARTNERS

- **Marketing**

In order to make customers aware about their products, Mokti's has promoted their products through social media platforms such as Facebook, Instagram, and Tiktok. By doing marketing in various social media platforms, it helps Mokti's to attract more customers.

- **Food stuff companies**

Food stuff companies are important to Mokti's as Mokti's requires adequate, high-quality and enough quantity of raw materials to maintain its production. Mokti's produces its best products such as soft serve ice cream premix, popsicle ice creams and ice creams in tub.

- **Machine supplier**

Mokti's requires high quality machines to produce its products as Mokti's is currently running two ice cream factories. Furthermore, if the machines need maintenance or are having problems. Mokti's can refer to the machine supplier. When they have high quality machines, they can produce high quality products as well.

- **Delivery companies (Food Panda and Grab)**

Mokti's collaborates with the delivery companies which are Food Panda and Grab in order to allow their customers buy their products without coming to their outlets. This might be helpful for some Mokti's customers who are craving Mokti's products, but they have limitations to go to the outlets.

- **Social media influencers**

Mokti's has approached some well-known social media influencers like Alif Satar and Shahili Abdan or also known as Namron, famous Malaysian actor to give them a try on Mokti's product. By doing so,

it could attract their followers to give a try at Mokti's products too. Thus, Mokti's earns more customers.

- **HALAL Jakim**

As a business company in Malaysia which its state religion is Islam, it is important for Mokti's to have Halal Jakim logo. It helps to attract the attention of Muslim customers, not only from Malaysia but from other countries too as they can eat it without hesitation about Mokti's halal status.

- **'Gula Apong' supplier**

'Gula Apong' is the main and the most important ingredient in Mokti's products as Mokti's aim is to introduce the unique taste of 'Gula Apong' to the world. Therefore, it is important for Mokti's to have enough supply of 'Gula Apong' to maintain its originality.

- **Honeycomb supplier**

Mokti's uses honeycomb in most of its products. Besides having a nice taste, honeycomb is a great combination with Mokti's soft serve ice cream. Thus, Mokti's need to have supplier that can supply adequate amount of honeycomb.

- **Packaging supplier**

To differentiate its business with others, Mokti's has its own design of packaging which is an ice cream cup in red colour with 'mokti's' brand on it. Their own design of packaging helps Mokti's to be more well-known than the other businesses. For instance, when they see a red-ice cream cup, they would think of Mokti's at first thought.

### 3.1.2 KEY ACTIVITIES

- **Buying the materials from the foodstuff company**

Mokti's need to buy enough raw materials to make sure that they can produce soft serve ice cream premix, popsicle ice creams, ice cream in tubs accordingly to their recipe. Regular raw material buying indicates that Mokti's always use new raw materials.

- **Preparing the ice cream for the customer**

Mokti's company produces its products from scratch and that is what makes Mokti's ice cream products have different taste from the other ice cream companies. The company currently owned two ice cream factories that produces all of the Mokti's products.

- **Website and app develop.**

Mokti's has its own website which is <https://moktis.com/>. On the website, customers can know the story of Mokti's and they can see some photos of Mokti's company. Moreover, it also contains licensing enquiry for those who are interested to become Mokti's licensee.

- **Customer and partner relationship**

Mokti's frequently does promotion on special celebration such as 'Promo Back to School', 'Promo Ramadan', and 'Mokti's Raya "Extended Promo"'. This could attract customers' attentions to alert on Mokti's announcement. Mokti's also helps to promote its outlets so that customers know where else they can get Mokti's products.

- **Planning and procurement**

Mokti's always plan to be better in the future. From selling 'Gula Apong' ice cream behind a car boot, Mokti's now has 53 outlets and growing as of 15<sup>th</sup> June 2021. On 10<sup>th</sup> May 2023, Mokti's is

officially announced as ‘First Malaysian Halal Ice Cream Franchise’.

### 3.1.3 KEY RESOURCES

- **Skill staff**

Skills staff raise labour productivity and improve the performance. It also will have a better productivity and also have sound physical and psychological health that can execute the tasks with efficiency and effectiveness.

- **High-quality equipment**

High-quality equipment does not only to help save cost in long run. It also helps Mokti’s to produce high quality ice cream more in order to make customer satisfied with the product and it help to stay competitive with other competitors.

- **Stable loan resources**

Stable loan resources capable of efficiently allocating resources, accessing and managing financial risk, maintaining employment levels close to the economy’s natural rate and eliminating relative price movements of real or financial assets.

### 3.1.4 VALUE PROPOSITION

- **Affordable price**

With the best quality, Mokti’s will ensure their price will stay in affordable range. As shown in the Mokti’s menu, their cheapest product was amount at RM7.70. Compared to their competitors with a like product. Additionally, consumers take almost the same amount of time to decide whether to buy a cheap product as they do to justify buying a more costly one.

- **Customization.**

As everyone have their own preferences, Mokti’s create a product according to their customer’s liking to attract more customer. It was

a good way to stand out from their competitor. When customer satisfied with the customize ice cream to their liking, they might tell everyone to try the product.

- **Variety of beverage**

At Mokti's. they don't just only sell yogurt ice cream, but also a drink, popsicles, and even tubs. Even though their main product is based on Gula Apong, Mokti's also offer a product from other ingredient, such as their new product, ice cream durian musang king.

### 3.1.5 CUSTOMER RELATIONSHIP

- **Loyalty card**

Businesses from a variety of industries frequently utilise loyalty cards to draw in and keep clients while creating long-lasting relationships. Mokti's offer loyalty card to their customer to enjoy free promotion. Every time a customer makes a purchase at a participating business, they receive points or rewards. Typically, points are given based on the amount paid, and they can build up over time. Customers can redeem free ice cream with this loyalty card by collecting stamps when buying ice cream at a price of RM20 and above. By encouraging customers to make extra purchases through rewards and incentives, loyalty cards encourage repeat business, increasing the company's sales and revenue.

- **Feedback**

Customers can leave feedback and review to Mokti's through social media platforms such as Facebook and Instagram, and they can also leave feedback on food platforms such as Foodpanda or GrabFood. Feedback can be very important for Mokti's because they may enhance their operations, procedures, and customer service by taking note of the useful insights provided by customer's feedback. It aids in the discovery of trends, patterns, and particular problems that might be harming the customer experience. Then, Mokti's can take

proactive steps to address these problems and make the required adjustments.

- **Birthday Request**

Mokti's can make a birthday request for their customers with the ice cream menu that they offer. They can write the name of the person, write a special note, and decorate the ice cream as the customer requests. With this, customers can enjoy a birthday party with Mokti's ice cream without having to go to a cake shop. These birthday deals are meant to increase customer loyalty, make customers feel appreciated, and motivate them to visit the store or make a purchase.

- **Holiday Promotion**

Mokti's does a holiday promotion such as "Back to School", and customers can enjoy buying ice cream at a cheap price, which is 2 ice creams for RM6. This promotion is available for a limited time only, so customers need to make sure to visit their nearest Mokti's store soon. Promotions like this encourage people to visit Mokti's more often because they can grab an ice cream for such a cheap price.

### 3.1.6 CHANNELS

- **Retail shop**

Today, Mokti's has over 85 store outlets around Malaysia for their fans to go to. Customers can visit Mokti's tangible store network and choose from a variety of ice cream flavours there. These establishments provide a friendly setting where consumers can sample flavours, see the ice cream creations, and make purchases in person.

- **Social Media Engagement**

Mokti's is frequently active on social media sites like Facebook and Instagram. They have more than one Facebook page based on their store location. In order to create excitement and increase foot traffic to their stores, they use these platforms to interact with their customers, offer information about new flavours or specials, and display visually engaging content. They frequently provide updates on new promotions on offer at the store on social media.

- **Website**

Mokti's have their own website which are <https://moktis.com/> you may find details about Mokti's menu, flavours, contact details, and store locations on the website. Additionally, you can look at their assortment of ice cream sweets, including popsicles, ice cream tubs, and drinks. The website might be able to tell you where the closest Mokti's store is.

- **Delivery**

Mokti's has partnered with Foodpanda and GrabFood. The Foodpanda and GrabFood platforms are accessible to users via their mobile apps or websites. Customers can enter their location, explore Mokti's store, and choose the menus and products available. After choosing, customers can make their purchase, make any required modifications, and check out. After a customer place an order, Foodpanda or GrabFood works with the Mokti's store and a network of delivery partners to arrange for the food to be picked up and delivered to the address they have chosen. Customers can follow the progress of their delivery and get real-time updates on the order status. It provides an easy way to browse Mokti's store, order ice cream, and have it delivered right to your door.



### 3.1.7 CUSTOMER SEGMENTS

- **Teenagers**

It refers to the target market customer that has been chosen to buy the product. As we know, dessert is most common in youngsters, especially ice cream. They usually buy ice cream to show happiness and enjoy the moment. For example, students love to buy ice cream when hanging out with their friends.

- **Religion and gender**

To sell the product there is no limit in kind of religion and gender, because Mokti's ice cream is made from Halal ingredients. Therefore, everyone can taste the ice cream whether male or female.

### 3.1.8 COST STRUCTURE

- **Rental and associated fixed cost.**

The Mokti's ice cream rents based for 85 different locations in Malaysia. They have been able to rent at a more strategic location to attract customers. Not only that, Mokti's are also responsible for paying the monthly utility cost for each outlet such as water bill, electricity bill and cost of machine maintenance.

- **Salaries**

In Mokti's, kitchen crew are needed to help them run daily business smoothly. Mokti's ice cream have to pay salaries for each staff range from RM1200 to RM2000 every month according to their working hours. As an employer, it is important to give benefits to employees so that their work performance will improve.

- **Perishable merchandise**

Items which have limited shelf life and are easy to spoil such as dairy products and fruit. To increase customer satisfaction, Mokti's always provides fresh and high-quality ice cream. Therefore, any perishable good that exceeds its shelf life will be thrown away.

- **Disposable materials**

It includes products that use paper and plastic as packaging. Mokti's ice cream must burden the cost of disposable materials using landfills because it is a cheap option.

- **Signboard**

To attract new customers and increase sales, Mokti's will spend cost for signboards. This business uses a 3D LED Box Up Backlit signboard which is more interesting. It is very helpful for customers to find and notice where Mokti's is located, especially at night.

### 3.1.9 REVENUE STREAM

- **Sale of the products**

Mokti's ice cream has no specific revenue but from the increase in new branch openings, we can conclude that their sales are high and at stable revenue growth. It is because Mokti's ice cream has many choices at cheaper prices which is from RM1.50. This will indirectly contribute to an increase in sales of the product.

## **4.0 FINDINGS**

### **4.1 PRODUCT**

- **Too sweet and easy to melt.**

The ice cream durability is low as it easy to melt in short period especially when at room temperature. Therefore, the target market may hesitate to buy in bulks due to this problem and this will reduce customer satisfaction towards the products. The taste of ice cream is too sweet and not good for our future health as the main ingredients used is yogurt and 'Gula Apong' which is already sweet. The sweetness of ice cream reduces the target market because it is not suitable to be consumed by children and gold citizens.

### **4.2 MARKETING**

- **Lack of exposure on social media**

Customers are unable to get further information about the things being offered. Social media allows the merchant to interact with customers and listen in on their conversations. Due to improper social media advertising, customer is struggling to keep up to date with product such as new menu. Therefore, the customer who are wanting ice cream with honeycomb are likely to go to "BubbleBee," which was developed by Malaysian celebrity, Shuib Sepahtu. Even though Mokti's has numerous locations around Perlis, however some clients might not be aware of them. As a result, Mokti's frequently loses potential clients.

### **4.3 FLAVOURS**

- **Limited flavour selection**

Target market may not come as the selection of the menu are not their preferred flavour and easily get bored with existing menu because not having many choices and new flavour added. Their ice cream only has one flavour as they just use the "Gula Apong" flavour and only add toppings or combine it with other typical flavours. Instead of attempting to invent a variety of new flavours, their ice cream flavour of honeybee is an exact duplicate of another company's ice cream which is same as 'BubbleBee' ice cream flavours.

## 5.0 DISCUSSION

### 5.1 PRODUCT

- **Improvise ingredients.**

Ice cream that contains lots of air and fat tend to melt slowly. Therefore, the best way to avoid the ice cream from melting too quickly is by adding more eggs.

### 5.2 MARKETING

- **Advertise regularly.**

Build relationship with your customers on social media. Try interactive posts like giveaways, contests or polls. With this method, we can establish a good relationship with them. Mokti's should create an engaging content that could attract the attention of the customer to get involved in the business. For example, posts high quality contents through social media like Tiktok that notify the customers about the existence of the business. Thus, people are aware about what Mokti's is about and where do Mokti's located.

### 5.3 FLAVOURS

- **Improvise flavours.**

Not only used Gula Apung as a based flavour, but we also want to add more authentic flavours such as 'milo tabur', 'kacang merah' on top with their nuts and mango top with their fruits. Other than that, our signature ice cream is yogurt since we want to make our product as a healthy ice cream. Not only just that, customers also can choose a lot of toppings based on authentic Malaysian taste, such as rambutan mango, banana, longan, and with a lot of childhood biscuits and wafers.

## **6.0 RECOMMENDATION**

A case study before we have seen a lot of improvement can be done so we decide to startup our new product and the product to be produced is 'Ice Cream Yogurt Walls' and our company name is 'IceYou'. The name comes from the combination of "Ice cream", "Yogurt" and "You" (represent the customers). Our company concept is serving a healthy and various choices authentic flavours to the customers. The purpose of our company creates yogurt ice cream it is because we want to focus not only for teenagers, also it is recommended for even the most sensitive populations, such as toddlers, pregnant women, and the elderly, because it is a full and healthful food. As we can see Malaysian loves their local fruits and ice cream. In this case we want to make something different than others like eating something sweet in a healthy way. therefore, we created the idea of yogurt ice cream without added sugar and flavourings that could harm the health of customers. We also provide only healthy and fresh raw material for the topping, and we ensure that the yogurt ice cream we provide is always at a high level of quality. It is created with our own skimmed milk, so it has all the advantages of yogurt but with a creaminess that makes it distinctive. Thus, we come out with some improvement ideas in term of product toppings, packaging, price and portion and product availability.

### **6.1 PRODUCT TOPPINGS**

- **CHOCOLATE SYRUP**

The combination of cocoa powder, white sugar and vanilla will create chocolate syrup. The texture is very thick, rich, and decadent mixture that's very good for topping an ice cream.

- **FRESH FRUITS**

For those who enjoy eating fruit, this can also be used as a topping for ice cream, such as sliced bananas, strawberries, blackberries, or raspberries.

- **SPRINKLES**

It adds fun crunch to your ice cream and have a lot of colour and taste. It does not matter what your age are, sprinkles always make ice cream much more enjoyable.

## 6.2 PRODUCT PACKAGING

We aim to give the best packaging as we could to our customers. Below are the details about IceYou packaging:

- **Design** – Halal Jakim logo (*Figure 6.3.1*), nutrition facts about IceYou base (*Figure 6.3.2*), IceYou logo (*Figure 6.3.3*) and or code (*Figure 6.3.4*).

We want our customers to eat IceYou without any hesitation. By applying Halal Jakim logo and nutrition facts about IceYou base, it helps us to appear more confidently, and be more trusted especially to our Muslim customers. We aim our company to be well-known in Malaysia and internationally. If customers want to know more or want to give any complaints or feedback about IceYou, they can simply make it through scanning the or code displayed on the packaging. The complaints or feedback from our customer are useful to us because we can make improvement to our business.

- **Container and lid** - Hi-density Polyethylene (HDPE)

HDPE is a well-known choice for ice-cream packaging because of its flexibility, durability and resistance to cold temperatures. This helps to make IceYou stays longer and not easy to melt. Thus, our customers can enjoy their moments, especially when they eat it during hot weather. In addition, we find that it is convenient to prepare a container with lid to our customers as it is a protection to the IceYou and it is easier for them to bring the IceYou everywhere.

## 6.3 PRICE AND PORTION

Our business provides a wide range of products at affordable prices together with excellent products and services. IceYou take a competitive stance while setting prices. According to its definition, this pricing strategy is one that relies price determinations on rival prices for the same or similar goods. It compared its pricing to those of competitors. With this pricing strategy, we set item prices a little lower than our competitors. Additionally, we base our pricing on the cups that customers select. We charge RM12.00 for large cups, RM9.00 for medium cups, and RM2.50 for small

cups. Every additional topping cost RM0.50, which is what we charge customers. We also provide a smaller, kid-sized dish for RM2.00 and a sample amount for RM1.50 in terms of portion size.

#### 6.4 PRODUCT AVAILABILITY

To meet customer demand for a given item, we may provide detailed information about the product availability to help customers plan and make decisions. It can be done through social media or any online apps such as GrabFood and Foodpanda. For example, products may be categorized as currently in stock, backordered, stocked on-demand or unavailable. By doing so, the customer will be notified whether or not the product is available on that day. This can encourage them to make early plans on what products should be chosen as back-up before placing order. In business, we want the best for our customers, but we also need to save the cost with maximum profit. Therefore, we would establish a variety of ice cream but with limited offer. Means, it consists of two kinds of product which are fixed and variable. Fix products can be the regular size of ice cream at standard price, and it is available every day to attract new customers. Next, variable products is the ice cream that is only offered on certain days or weekend due to the high cost of raw materials such as premium ice cream as it only has few customers.

Advantage	Disadvantage
Provides choices to customers when buying the ice cream.	High cost to company due to unpopular products.

## **7.0 CONCLUSION**

Based on our research into Mokti's Ice Cream, we may conclude that three key attitudes are required before launching a new product or service. To be a successful entrepreneur, one must be adaptable, consistent, and hardworking. As we can see, prior to the establishment of Mokti's, the owner conducted extensive research and development to produce her own ice cream. She had to deal with a lot of ups and downs to keep her business running properly. As a result, having strong expertise, confidence, and enough money is critical before we manufacture anything. Because of reviewing all information regarding Mokti's firm, various issues with the ice cream arise. For example, customers will have more options when purchasing ice cream, but it will have an influence on the company since it will increase manufacturing costs owing to an unpopular product. Entrepreneur education may provide students with the information and skills they need to succeed in business. This lesson may also assist all students implement this information so that they are always prepared to confront all business difficulties in the future. As a result, we provide various recommendations for packaging, topping options, price, and product availability that might be improved. However, it has advantages and disadvantages.



## 8.0 REFERENCES

1. Mektis. (n.d.). *About Mektis's*. <https://mektis.com/index.php/about-mektis/>
2. Mektis's HQ Malaysia [@mektishqmalaysia]. (2023, May 10). *Mektis's is now officially a franchise* [Infographic]. Instagram. <https://www.instagram.com/p/CsDossBuiDo/?igshid=MmJiY2I4NDBkZg==>
3. BERNAMA. (2022, March 21). Retrieved from The Malaysian Reserve: <https://themalaysianreserve.com/2022/03/21/love-for-gula-aponng-ice-cream-turns-housewife-into-successful-entrepreneur/>
4. Combi-Pack. (2022, July 11). *Top 5 Ice Cream Plastic Packaging Benefits in Malaysia*. Retrieved from combipack: <https://www.combi-pack.com.my/2022/07/11/ice-cream-packaging-benefits/>
5. Nazirah. (2022). Mektis's Ice Cream: Menu, Harga & Lokasi Outlet Seluruh Malaysia. *eCentral*. <https://ecentral.my/mektis-ice-cream/>
6. Flanders Investment and Trade. (n.d.). [https://www.flandersinvestmentandtrade.com/export/sites/trade/files/market\\_studies/FB%20Industry%20Report.pdf](https://www.flandersinvestmentandtrade.com/export/sites/trade/files/market_studies/FB%20Industry%20Report.pdf)
7. *Log Masuk atau Daftar untuk Melihat*. (n.d.). [https://m.facebook.com/mektis.bangii/posts/ada-yang-nak-surprise-birthday-kawan2-atau-family-esok-yes-korang-boleh-order-ic/674772466772432/?locale=ms\\_MY](https://m.facebook.com/mektis.bangii/posts/ada-yang-nak-surprise-birthday-kawan2-atau-family-esok-yes-korang-boleh-order-ic/674772466772432/?locale=ms_MY)
8. *Log in or sign up to view*. (n.d.). [https://www.facebook.com/mektistelukintan/photos/a.164548185709088/406638201500084/?locale=ms\\_MY](https://www.facebook.com/mektistelukintan/photos/a.164548185709088/406638201500084/?locale=ms_MY)

9. User. (2023). Mokti's Ice Cream Buy 2 For Only RM6 Back To School promotion March 2023. *MalaysiaFreebies.com*. <https://malaysiafreebies.com/moktis-ice-cream-buy-2-for-only-rm6-back-to-school-promotion-march-2023/>
10. *Mokti's - Jalan Kuala Kedah: Menu, Delivery, Promo | GrabFood MY*. (n.d.). Grabfood MY. <https://food.grab.com/my/en/restaurant/mokti%E2%80%99s-jalan-kuala-kedah-delivery/1-C3BUTTLGKGCZHE>
11. *Home | foodpanda | food and more, delivered*. (n.d.). <https://www.foodpanda.com/>
12. (2023, Feb 22) Retrieved from Malaysia Franchise Association: <https://www.mfa.org.my/dari-perlis-ke-istanbul-moktis-buka-cawangan-pertama-di-turkiye/>

## 9.0 APPENDICES



Figure 6.3.1: Halal Jakim Logo

<b>Nutrition Facts</b>	
1 servings per container	
<b>Serving size</b>	<b>2/3 cup (35g)</b>
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>90</b>
% Daily Value*	
<b>Total Fat</b> 0.5g	1%
Saturated Fat 0.6g	3%
Trans Fat 0g	
<b>Sodium</b> 0mg	0%
<b>Total Carbohydrate</b> 15g	5%
Dietary Fiber 25g	89%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein</b> 0g	0%
<small>Not a significant source of cholesterol, vitamin D, calcium, iron, and potassium</small>	
<small>*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

Figure 6.3.2: Nutrition Facts about IceYou base



Figure 6.3.3: IceYou logo



Figure 6.3.4: QR code