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MARA

## REPORT FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

**MEJENG ICE-CREAM GULA –  
PONG**

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**TABLE OF CONTENT**

TITLE	PAGE
INTRODUCTION	12-24
ADMINISTRATION PLAN	25-36
MARKETING PLAN	37-71
OPERATION PLAN	72-99
FINANCIAL PLAN	100-111
CONCLUSION	112-113
APPENDIX	114-115

## 1. NAME OF THE BUSINESS

Name: MEJENG ICE-CREAM GULA-PONG

Our business is called Mejeng Ice-Cream Gula-Pong because we provide a product which is ice-cream that can make people always want our dessert every single day. We combining ice-cream in one time in our business so it can make people out there easier to do what they want and without go one place to another place to get different the product.



## **1.2 BUSINESS VISION**

Our vision is to provide the best dessert to customers who want a dessert of ice cream.

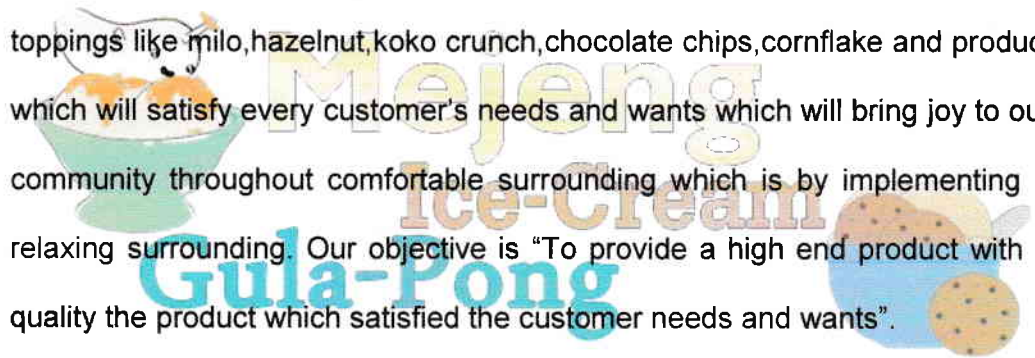
## **1.3 BUSINESS MISSION**

We will provide a product which will satisfy every customer needs and wants.

We sure customer satisfied with our ice-cream that filled with toppings. Our business Mejeng Ice-Cream Gula-Pong provide "The taste different,you like it and come again"

## **1.4 BUSINESS OBJECTIVE**

Our business which is Mejeng Ice-Cream Gula-Pong is a business provides toppings like milo, hazelnut, koko crunch, chocolate chips, cornflake and product which will satisfy every customer's needs and wants which will bring joy to our community throughout comfortable surrounding which is by implementing a relaxing surrounding. Our objective is "To provide a high end product with a quality the product which satisfied the customer needs and wants".



## 1.5 BUSINESS STRATEGY

In order to accomplish our mission which is provide a product which satisfy every customer needs and wants and producing a comfortable surrounding for the customer throughout our product, we are looking out for opportunities to promote and attract customer. The main strategies are as follows:

- Provide the best toppings.
- Provide glass jar to put in the ice cream.
- Provide the best place to relax.
- Provide a product which is at reasonable price for all customers.
- Provide a good way communication to customer.

