



اُنْدِيُو تِكْنُوْلُو جِي فَايْرَزَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **Fundamentals of Entrepreneurship**

**ENT 300**

### **“Delicious Ice”**

Prepared by :

- |                                      |            |
|--------------------------------------|------------|
| 1) Nur Azzat Dhamirah binti Jemahari | 2010924713 |
| 2) Sharifah Nadiyah binti Wan Teridi | 2010943325 |
| 3) Fara Elyana binti Hibban          | 2011248522 |
| 4) Maslena Devong binti Mohammad Eli | 2011270062 |
| 5) Henry Sait anak Voniface Sudok    | 2011403518 |

Prepared for :

Sir Abang Sulaiman bin Abang Naim

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## **EXECUTIVE SUMMARY**

The name of our business is “**Delicious Ice**”. This business is a form of partnership and consist 5 partners. Each partner contributes certain amount of capital as agreed in the agreement. Our main product is **Shaved Ice** or also known as *Ais Kacang* among Malaysian.

Our business located at Desa Ilmu commercial area. Our location is strategic as it surrounded by universities, that is Universiti Teknologi MARA (UiTM) Sarawak and Universiti Sarawak Malaysia (UNIMAS) and also teaching institute, that is Institut Perguruan Tun Abdul Razak (IPTAR), plus the residential area. Our target markets are public, that is young and adults, also including students. Thus, the area surrounding our premises mostly lived by those categories which increase our market opportunity.

We have decided to commence our business on. All partners are entitled to participate in the business operation. All shareholders had agreed to the list in the agreement letter. Partnership is a perfect option because the shareholders will always share ideas, knowledge and expertise in order to increase profit. It is also can minimize loss and accomplish high productivity.

# **PURPOSE OF BUSINESS PLAN**

Delicious Ice business plan is prepared because of as follow:

**1. As a guideline for partners to navigate the business towards its goals, mission and vision.**

- ✚ Strategies outlined in this business can help in planning, organizing, leading and controlling all the resources to avoid any unnecessary wastage and maximized profits towards the goals, mission and vision of the organization.

**2. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.**

- ✚ The collapse of many business ventures can be attributed to the decision and planning of the entrepreneurs who rely more on emotions and gut feeling rather than objective and rational considerations. With a Business Plan the entrepreneur has solid and well-grounded information to supplement the planning and decision making process. This way, the entrepreneur has a more realistic and practical business plan.

**3. To convince relevant parties of the investment potential of the project**

- ✚ The business plan can be used as a communication tool to convince potential investors of the viability of a proposed venture. The availability of a business plan will boost the confidence of interested parties to finance partially or fully the cost of venture. Potential investors include financial institutions, private / individual investors, suppliers and government agencies.

# **MARKETING STRATEGIES**

The marketing strategy concerned in competing with the competition in the market which will grow aggressively so that they can attract more customers to enjoy their products or services. We must see this as a healthy competition and being persistence while marketing our own product rather than putting some weight in unnecessary things which may affect our business.

Marketing in practice consists of coordination of four elements called 4P's which are identification, selection and development of a product, determination of its price, selection of distribution channel to reach the customer's place and development and implementation of a promotional strategy.

Marketing is defined as the marketing logic by which the business unit hopes to achieve its marketing objectives. Thus, the development of marketing strategy is crucial for our business in order to achieve our objectives in marketing our product towards the acceptance and giving satisfaction to the customers.

This strategy will help our business to create our customer value and achieve these profitable relationships with exchange of service we offered. Therefore, we will adapt a major concepts in modern marketing consists of marketing mix which is a set of controllable, tactical marketing tools that our firm will blends to produce the response it wants in the target market.

The marketing mix plays an important roles in order to influence the demand for our products. The marketing mix in practical consists of four element which are product, price, place and promotion. The products and services for our business is the customer solution in order for them to satisfy their needs and wants, price shows for customer to enjoy our products, place to get our product is convenience for customers and promotion is for communication purpose to attract the customers.

The marketing mix constitutes our business tactical tool kit for establishing strong positioning of our business in the target market. Here, through the marketing mix implementation, we will achieve our business marketing objectives by delivering value to the customers through practice of the 4P's elements. Hence, marketing mix essential for our business. A lot of effort is needed to attract the attention of the target market and find opportunity to provide better quality of products and services to the customers.