



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

RESEARCH UNIVERSITY

UHS 3102

ASSIGNMENT 2

I.C.E easy-carry Food

ENTREPRENEURSHIP AND ENTERPRISE DEVELOPMENT

Name of Writers:-

- | | |
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Executive Summary

1. **I.C.E easy-carry Food** will provide healthy and fresh foods for their customers.
2. **I.C.E easy-carry Food** will offer low cost service charges to all segments of customer.
3. Owners are experienced and dedicated towards food services.
4. Food stalls are highly demanded in faculty of Human Resources in UTM.
5. Market volume is expected to reach RM500, 00 by the year 2012.
6. A large segment of market is still untapped.
7. Students and lecturers that face shortage of time could be help by setting up this stall.
8. The amount of competitors is small in size and could be manage.
9. **I.C.E easy-carry Food** is competitive in UTM but provides equal growth opportunities.
10. Increasing in the number of students, lecturers and staff are the driving forces for market growth.

1.0 INTRODUCTION

1.1 Business overview:

We name our business as I.C.E Easy Carry Food. It is situated at the Faculty of Management and Human Resource (FPPSM) building in University Technology Malaysia, Skudai, Johor Bahru. The space provided for this business is 12” X 12”. This business will commencement in 20 February 2012. This time is where the students start new semester after midterm break.

I.C.E is our group name. It stands for Intelligent, Competent and Excellent. Our company will produce simple and easy food for the students around the faculty and also for the staff there. Some of our products are waffle, kaya ball, soft drinks and sweet corn. We simply the simple and easy food as food than can students buy and get if faster. Besides that, they also can bring and eat the food to somewhere that they like. For examples, they can eat it in the class or where ever. Sometimes, students don't have a lot of time to eat during the class. Their class schedule was very compact. They don't have enough time to eat heavy food like rice. So they will find the easy and fast food but it can make them fill full. Besides that, they can get the food just at their faculty. They were not acquiring to take a long walk for food.

1.2 Industrial Profile:

We choose to start this kind of business because after we make survey, investigation and observation, we find out there only have one stall that have run this kind of business in this university but not in the faculty. So it is a benefit for us because the lack number of competition.

There still have the stall that sells foods at the faculty. However, our products are totally in different types. They sell food like curry puff, nasi lemak, mix balls, and other kuih. Sometimes, students will be bored because everyday eat the same food. So, because of that, they can try our food. Besides the stall, we also have cafeterias not far from the faculty. Some of them are located at the SUB building and at the Arked Meranti. They will be the big competition for our company. However, students need to walk to go there. However, there has no produce food like ours.

So, we think that our business can give profit for us in the future because we do not have the close competition. We want to produce food suitable with the student taste from time to time. We want to make their student life become easy and fun. Why we think that we can make their life became easier?? This is because we were students like them. So we know what time of business that can make our life easy.

2.0 PURPOSE

We prepare this business plan is to get the RM 25000 loan to running this business. After we get this loan, we can start to set up our business by buying material like waffle machine, corn stemmer and buy the raw material to produce our food. Besides that, we also can use the loan to make the advertising about our business.

Besides that, we also prepared this plan for our guidance to run this business. With this plan, we can make a budget about our marketing, our purchasing and also our profit sharing. So we can run our business with what we have planning here.

Every activities or transaction that we want to make are base on what we have plan. For examples, if we set our business to get RM 3000 profit for the first year, we also need to plan how many product that we need to produce to achieve the planning profit. Using this business plan also we need to recognize or set up the prize of our products besides determines the salary for our employee.

3.0 COMPANY BACKGROUND

Name of business : I.C.E Easy Carry Food

Business address : Lot 03, FPPSM Building, University Technology Malaysia
(UTM), Johor.

Email : ice_easycarryfood@yahoo.com

Telephone number : 07-7743322 / 016-6127270

Date commencement: 20 February 2012

Date of registration : 1 February 2012

Registration number: 011356

Name of bank : CIMB Bank

Bank account number: 0214-0000642-53-5

Form of business:

We will start to run this business after we get the loan from the faculty. Besides that, every member in our group also will contribute same amount of the capital for this business. This contribution is for additional capital to cover all the business transaction.

This business is form by our six group members, Micheal, Chew, Juliyana, Haryani, Nabila and Rosmizal. We have made decision to run this business after make some investigation and observation. We choose to sell the waffle, sweet corn and ice-cream because there is no competition that runs this kind of business. So we want to take advantages from it.

Every each member contributes the same amount of capital. So, from this contribution, we will divide our profit base on the profit sharing ratio. Every partner will not get the salary.

We hire a worker to help us at the stall. He will prepare the food everyday at the stall. We just come to the stall just to ensure that everything in good condition. Besides that, we also have

our own responsibility to the business. For example, Micheal will be the manager of this business. He will manage the business activities and transaction.

Each of us needs to go to the stall every day from time to time. However, we go there turn by turn depends to our class schedule.

Main activities:

Our main activities are to produce the easy, simple and fast food to the students and staffs at the faculty. Even our foods are simple; however, the foods can make them full and can save their time for walking to eat at the other place.

The foods that we want to produce are waffle with varieties flavor to choose by the customers. Some of the flavors are chocolate, peanut butter, strawberry, pineapple and other. Besides the waffle, we also want to produce the kaya ball. Raw material to produce the kaya ball is almost the same with the waffle. The different are their shape and their size.

Besides that, we also want to produce sweet corn. It is very simple, easy and faster to prepare. Their raw materials are also easy to get from the suppliers.

Other than that, we also want to produce the ice cream and soft drinks. We will get the ice cream and the ice cream machine from the Nestle Company. While the soft drinks we can get from the mini markets around here.

4.0 OWNERS or PARTNERS BACKGROUND

PARTNER 1

Name of the owner/partners	Chew Lee Cheng
Identity card number	900902-01-5214
Permanent address	39, Jalan Belibis 17, Taman Perling, 81200 Johor Bahru, Johor.
Correspondence address	U5C-401-03, Kolej Perdana, Universiti Teknologi Malaysia (UTM), 81310 Skudai, Johor.
Website	-
Email address	lcchew2@live.utm.my
Telephone number	012-7843299
Date of birth	2 September 1990
Age	21
Marital status	Single
Academic qualifications	2 nd year in UTM degree programme
Courses attended	SHC - Bachelor of Accounting
Skills	<ol style="list-style-type: none">1) Fluent in written and spoken Mandarin, English, Malay.2) Able to use Windows, Microsoft Office, UBS Accounting System and business objects.
Experience	As a trainee in the Accounts Department of KH Foges Pte. Ltd., Singapore.
Present occupation	Student
Previous business experience	Involved in running business activities during a business carnival held in UTM.

PARTNER 2

Name of the owner/partners	Micheal A/L Moses
Identity card number	880922-56-5955
Permanent address	C-4-5 Pangsapuri Laksamana, Jalan Laksamana, 68100 Batu Caves, Selangor Darul Ehsan.
Correspondence address	C-4-5 Pangsapuri Laksamana, Jalan Laksamana, 68100 Batu Caves, Selangor Darul Ehsan.
Website	-
Email address	www.micheal fga@yahoo.com
Telephone number	016-6127270
Date of birth	22 September 1988
Age	23
Marital status	Single
Academic qualifications	Bachelor of Industrial Biology, University Technology Malaysia (UTM)
Courses attended	Taken OSHA and ISO course.
Skills	<ol style="list-style-type: none"> 1) Ability to operate computers with Windows XP, Windows Vista and Windows 7 operating system. 2) Fluent in using Microsoft Word, Microsoft Power Point, Microsoft Excel. 3) Best presenter in How to Get Yourself Employed. 4) Familiar with MATLAB, Simulink, Multisim, Easy68K 5) Quartus II, Borland C++, PSpice, Power World, Google 6) Sketchup and Adobe Photoshop. 7) Possess a valid driving license for both car and motorcycle (B2 & D class)
Experience	<p>Internship, May 2011</p> <ul style="list-style-type: none"> • UPM (Serdang) Sdn Bhd

<p>Present occupation</p> <p>Previous business experience</p>	<p>Part-time Job</p> <ul style="list-style-type: none"> • Blitzprint and Pack Sdn Bhd • MechLite Electrical • Student Working Scheme at UTM, Microbiology Laboratory <p>Junior Lecturer in UTM, Skudai</p> <ul style="list-style-type: none"> • Have experience in managing a small stall during undergraduate studies and conducting a tuition centre for the past 4 years. • Own a car wash centre and have experience on managing the firm's accounts.
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PARTNER 3

<p>Name of the owner/partners</p> <p>Identity card number</p> <p>Permanent address</p> <p>Correspondence address</p> <p>Website</p> <p>Email address</p> <p>Telephone number</p> <p>Date of birth</p> <p>Age</p> <p>Marital status</p> <p>Academic qualifications</p> <p>Courses attended</p> <p>Skills</p>	<p>Nurjulyana bt Abdul Razib</p> <p>910503-05-5234</p> <p>No 33, Jalan Bunga Raya 16, Taman Tasik Jaya, 70400 Senawang, Seremban Negeri Sembilan.</p> <p>No 33, Jalan Bunga Raya 16, Taman Tasik Jaya, 70400 Senawang, Seremban Negeri Sembilan.</p> <p>-</p> <p>juliyana_jue35@yahoo.com</p> <p>013-6379962</p> <p>3rd May 1991</p> <p>20 years old</p> <p>Single</p> <p>Degree in Accounting</p> <p>Accounting</p> <p>Can do the account matter fast and accurate, can communicate well with people also can convince other people especially in the matter of business</p>
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