



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY (FTMK)

BTMW 4012 TECHNOLOGY ENTREPRENEURSHIP

### BUSINESS PROJECT PORTFOLIO



**ICM Delights Co.**

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We also want to extend our appreciation to our friends and platforms who generously supported us and shared our products. Their kindness and generosity have been greatly appreciated and we will always be grateful for their help and support. These individuals have made a lasting impact on us and we will never forget their invaluable contributions.

## **EXECUTIVE SUMMARY**

We established a ice cream company called ICM Delights Co. on social media as a platform to grow our sales. Our business produces a wide range of locally made ice cream flavors that are available for ordering at any time. This single sales channel has contributed significantly to the company's revenue, enabling us to pay operating expenses and generate margins that have supported the company's growth.

From our early beginnings, our business has grown substantially, and we are excited about the potential for continued growth in the future. Despite facing competition from other businesses, our company is determined and committed to competing fairly. We hope that using online platforms like Instagram will help us to continue growing our business and reach more customers. We believe that the unique flavors and high-quality ingredients of our ice cream products set us apart from the competition and make us a top choice for ice cream fans.

## 1.0 Introduction

### 1.1 Name and Address of Business



Name of Company	ICM Delights Co.
Business product name	Ice Cream Malaysia
Contact Number	+60104130327
Instagram Link	<a href="https://www.instagram.com/icmdelightsco/">https://www.instagram.com/icmdelightsco/</a>
Type of Ownership	Partnership
Address of Business	DT328 Jalan Bukit Tambun Perdana 6 Taman Bukit Tambun Perdana 76100 Durian Tunggal Melaka

## 1.2 Mission and Vision

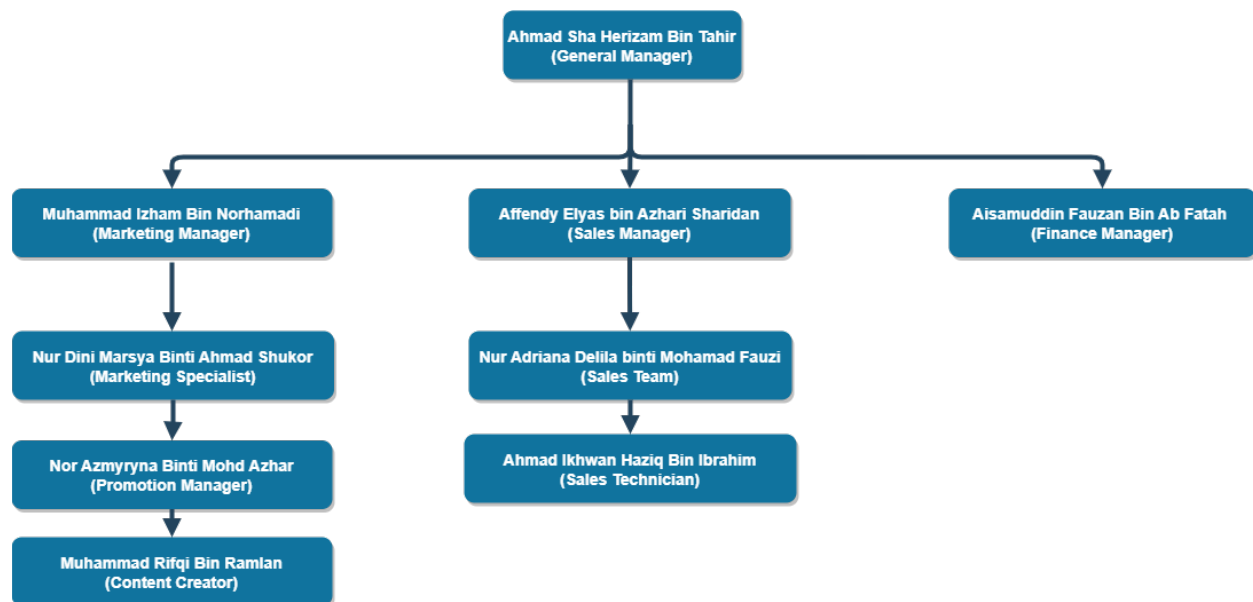
### Mission

- Providing the highest quality local ice-cream product at a fair and affordable price to customers.
- Determined to create local ice-cream product that are both appealing to local tastes and meet international standards.
- Aiming to develop a local ice-cream product that makes it easy for consumers to eat.

### Vision

- To continue our strong reputation and high standards in the local ice-cream industry and create a sustainable competitive advantage for our business in the long term.

## 1.3 Organization Chart







#### 1.4 Product Description

ICM Delights' ice cream is a homemade frozen dairy dessert obtained by freezing the ice cream mix with continuous candy and agitation. It contains milk products, sweetening material and color flavors. The main flavour of our ice cream is chocolate and Choki – choki.

It is ideal for eating at any time of day. It is also can be booked for weddings, parties, family days, canteen days or any events. ICM Delights' ice cream is available in a range of flavours to suit the likes of clients of all ages as the ice cream not too sweet or sour. Each flavour will be sold at a varied and reasonable price.

#### 1.5 Price list

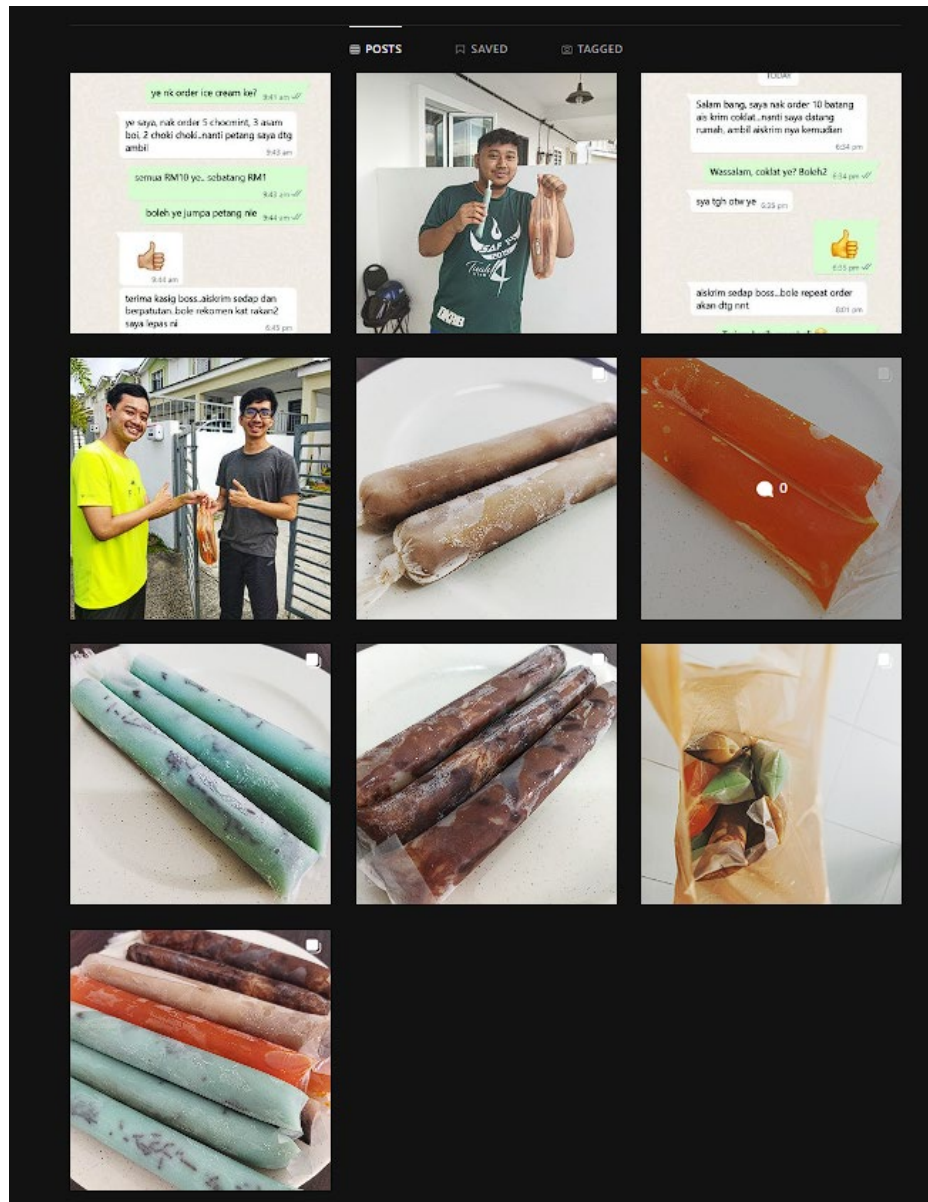
No	Flavour Ice-Cream	Layout	Price (RM)
1.	Coklat		1.00
2.	Asam Boi		1.00

3.	Bluemint Choc		1.00
4.	Choki-Choki		1.00



## 2.0 Marketing

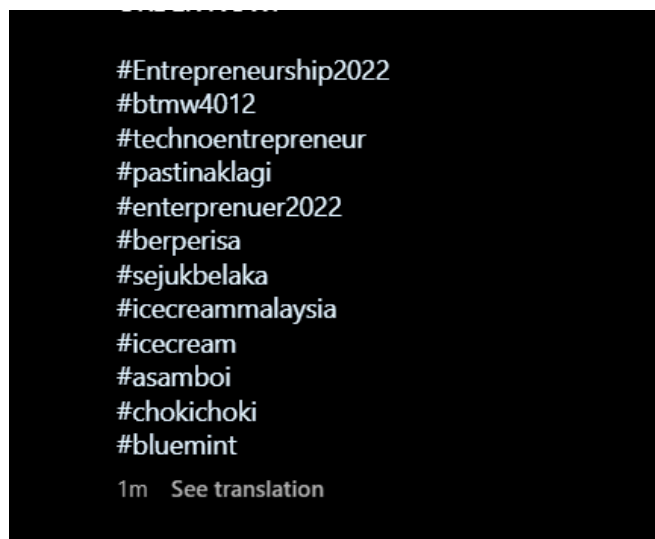
### 2.1 Content in Instagram



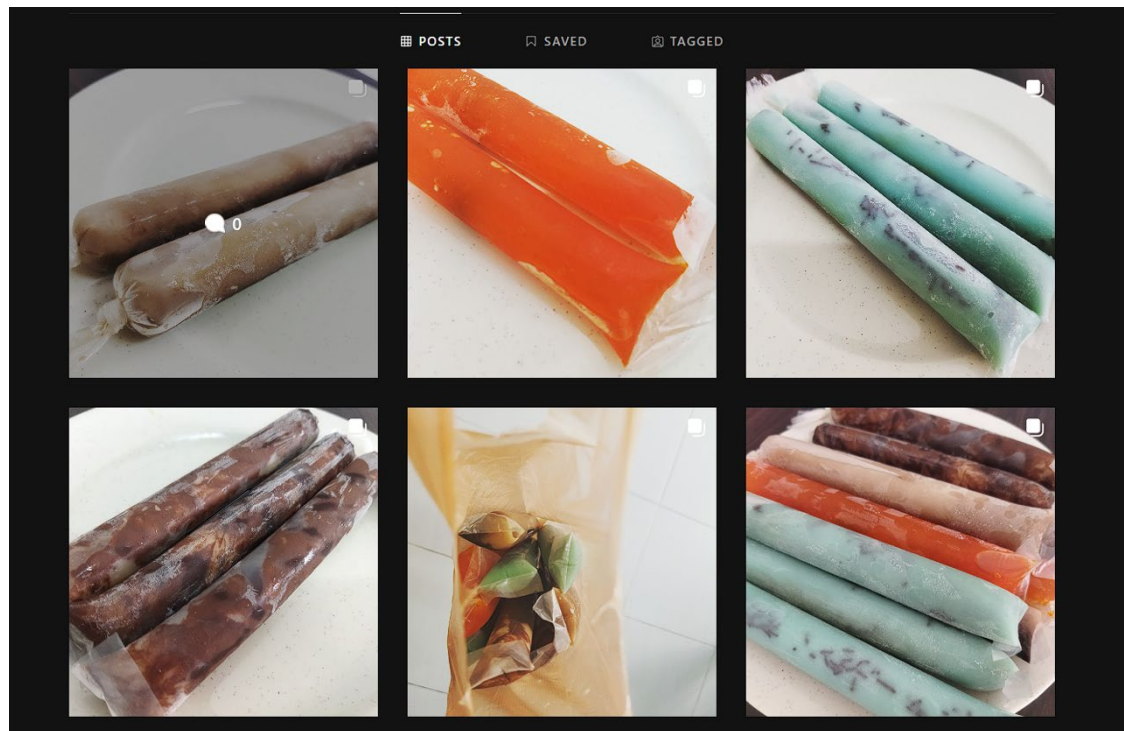
## 2.2 Build Awareness of Account on Instagram



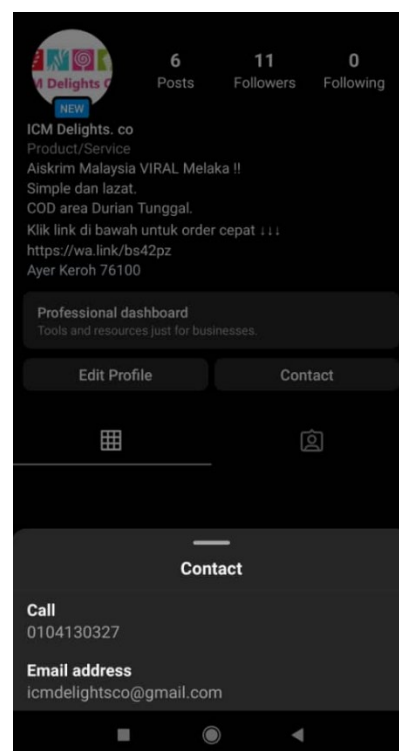
## 2.3 Hashtags



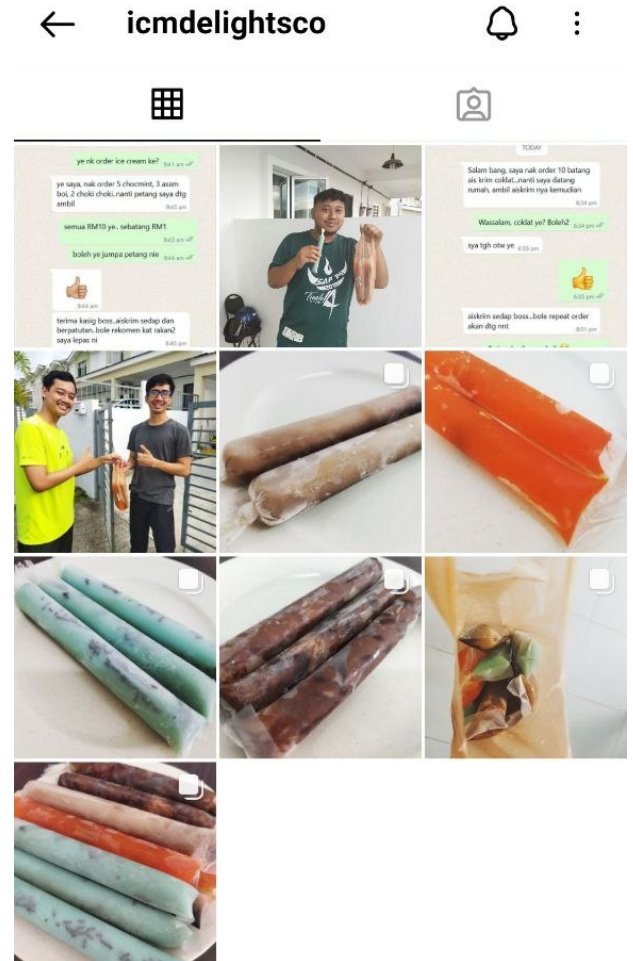
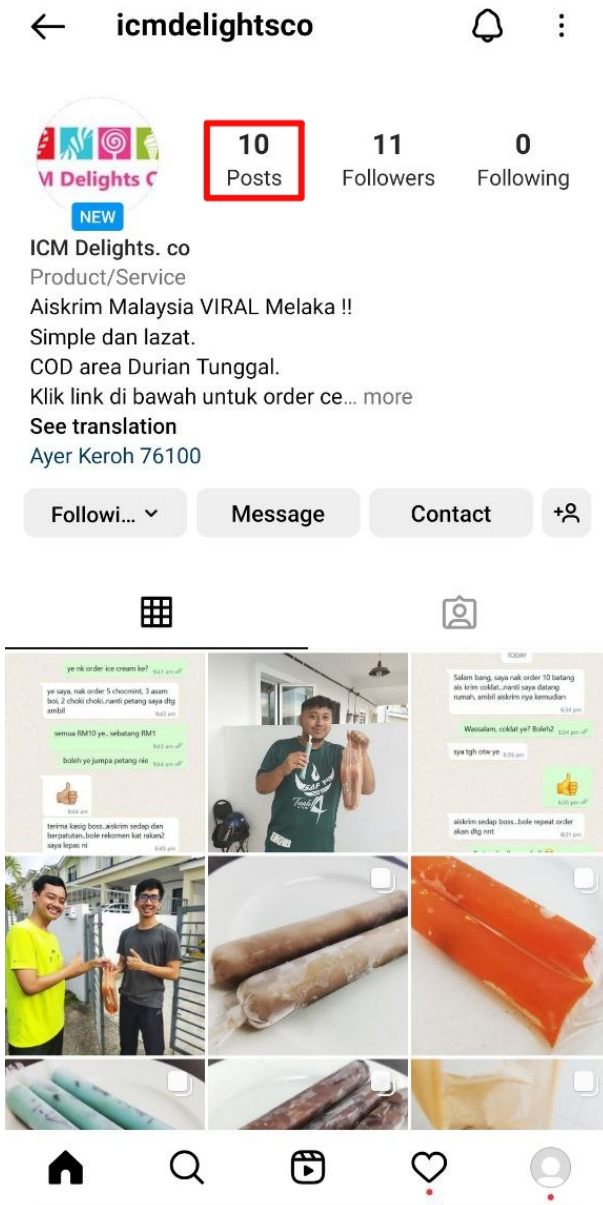
## 2.4 Attractive Picture



## 2.5 Call to action

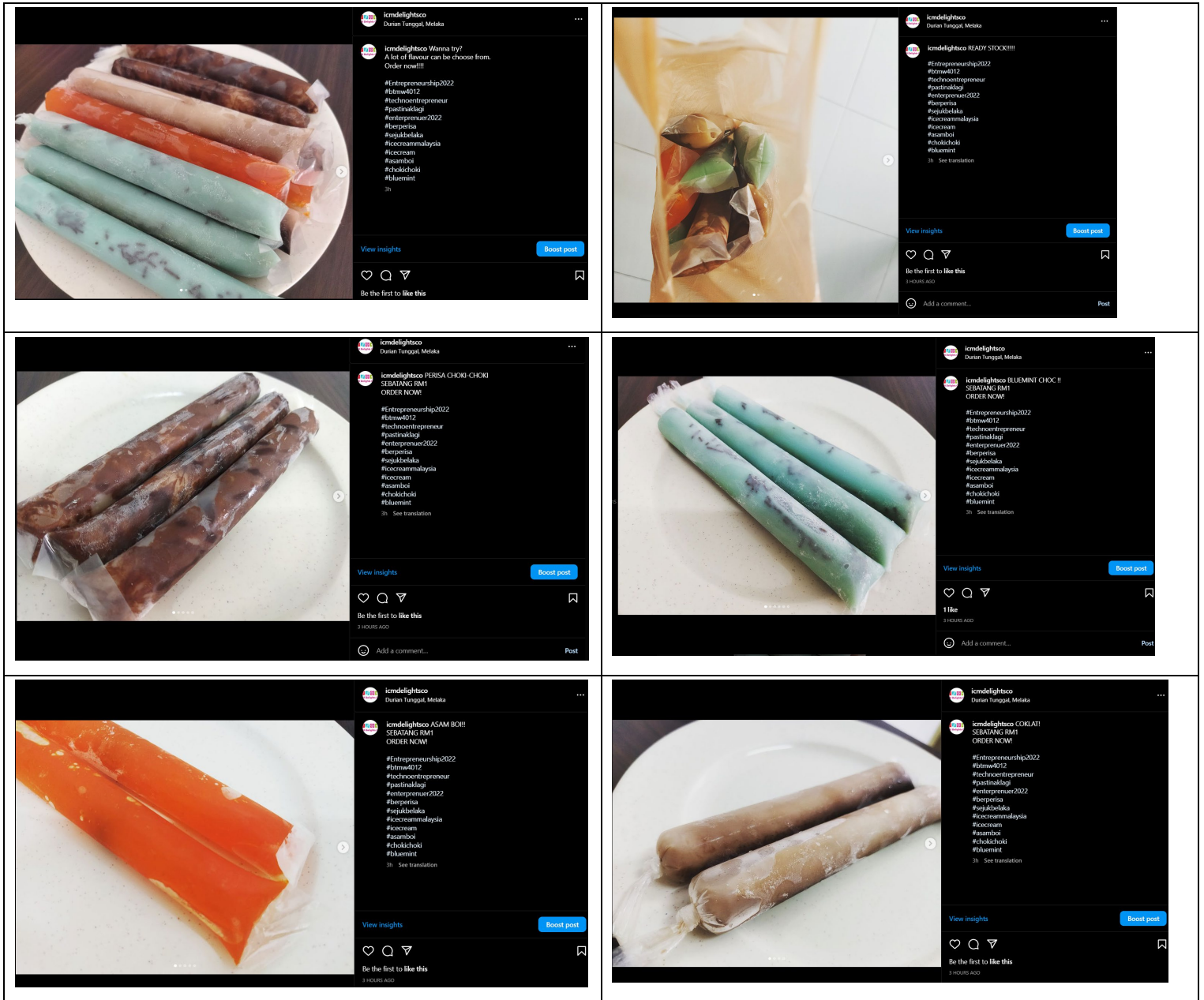


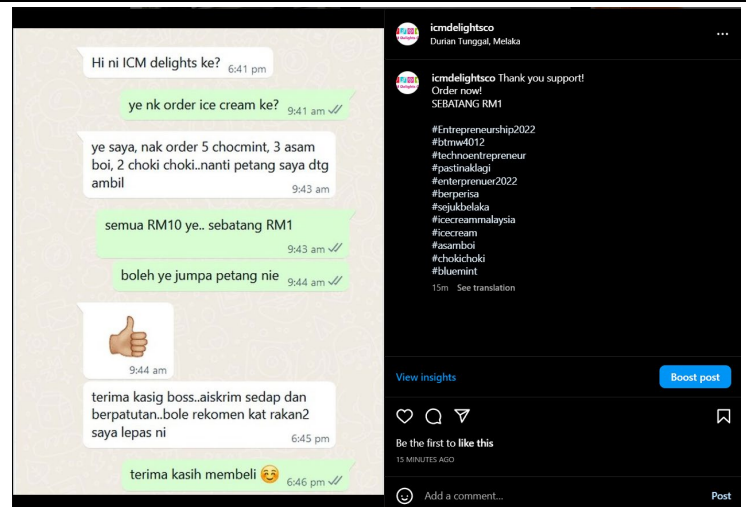
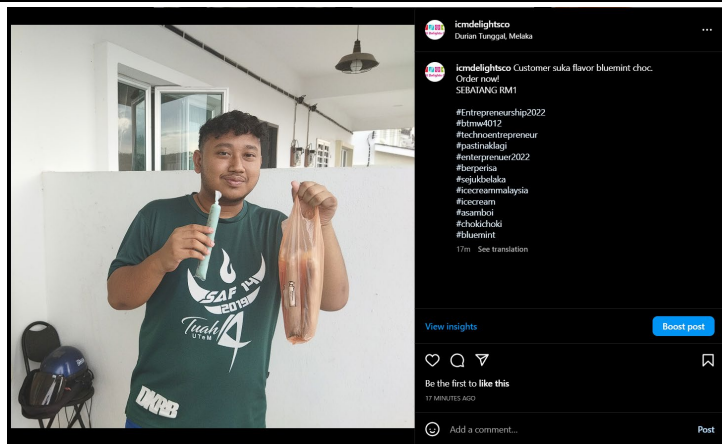
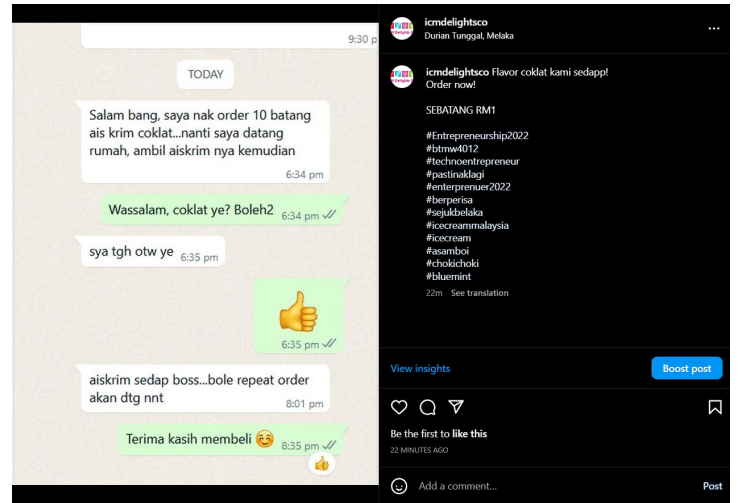
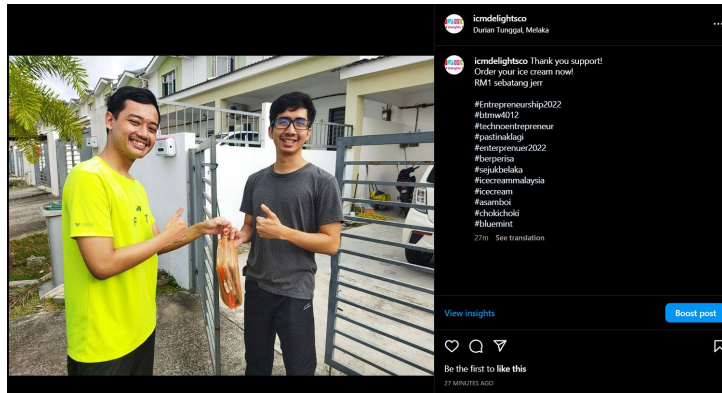
## 2.6 Frequency of posting





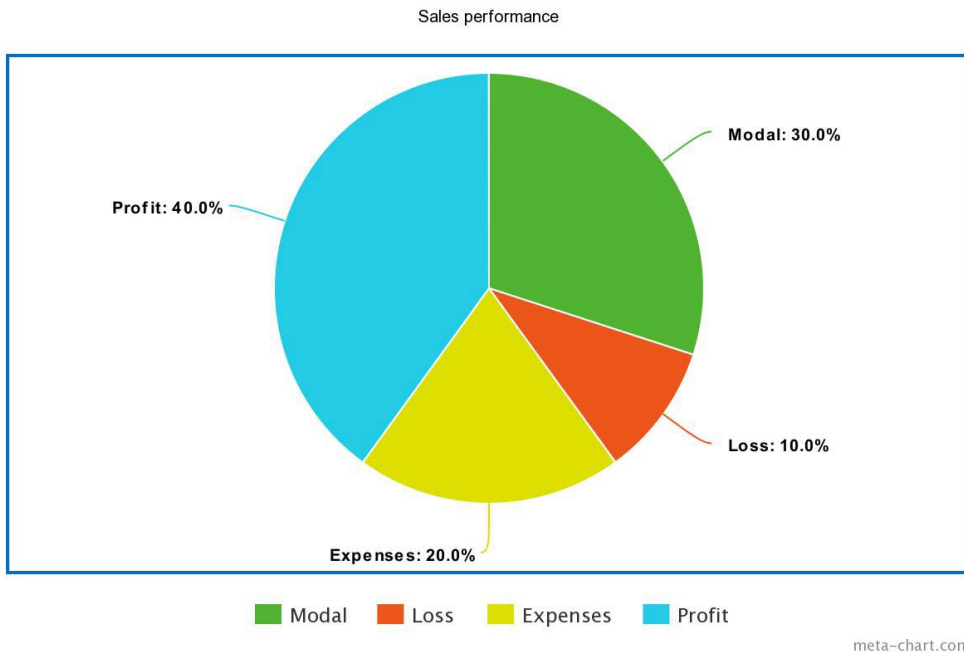
## 2.7 Ethics



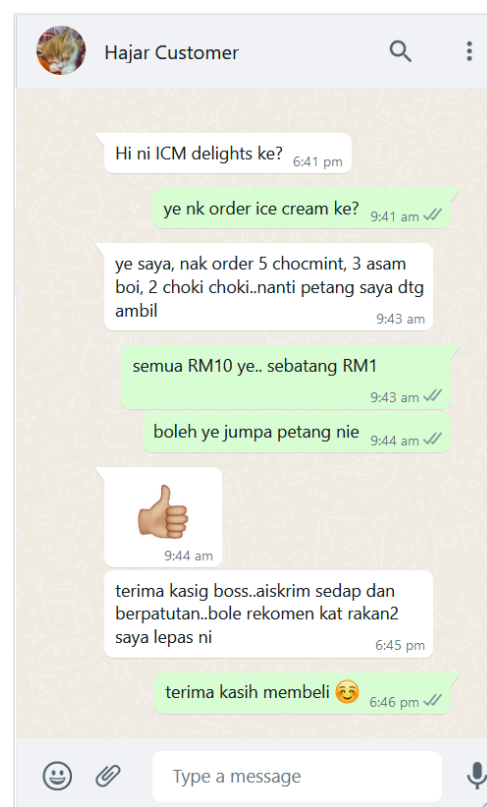


### 3.0 Sales

#### 3.1 Sales Performance



#### 3.2 Sales Evidence



## 4.0 Conclusion

In conclusion, the business produces a wide range of locally made ice cream flavors that are available for ordering at any time. The business has delivered a satisfactory ice cream to the customers, and it is well received. ICM Delights Co. manage to sell 4 different menus to the customer, targeting to develop a local ice-cream product that makes it easy for consumers to eat. The menu can be browses through ICM Delights Co. Instagram.

There are two different ways for our company to advertise this business. With the help of Instagram application that has such a huge amount user, our company took the opportunity to advertise our business our company able to achieve target sales. Secondly, our business is advertised by using Whatsapp application where every contact in our phone is able to see what our company is selling in the moment.

Our future plans include creating and serving more new flavour of ice cream for customers with more amazing promotions, developing the marketing strategies to promote this business all over the Melaka. The target market for ICM Delights Co. is to ensure that marketing effort fulfilled customer needs and wants as well as bringing profits and also selected a group of customers that expected to have purchasing power involving the sales and services offered by our business. Our biggest recognized opportunities include the new flavour, cheap, and amazing decoration.