FUNDAMENTAL OF ENTREPRENEURSHIP (ETR. 300)

TWINKLE KIDS LAND SDN BHD
NO.1 JALAN BOLA SEPAK 13/11,
SECTION 13,
40100 SHAH ALAM,
SELANGOR.

PREPARED BY:
INTAN ZALINA ZAKARIA
(99187756)
MARZIAH MOHD MUKHTAR
(2000115359)
MAZLIDA MAZILAN
(2000151800)
NOR FARIZA SUBRI
(2000151665)
ROSMALINDA GHAZALI
(2000151713)

PREPARED FOR:
PROF. MADYA DR ISMAIL ABD WAHAB

DEADLINE: 17 APRIL 2003

TABLE OF CONTENTS

NUMBER	FEATURES	
1	Acknowledgement	
2	Cover Letter	
3	Partnership Agreement	·
4	Introduction	
5	Purpose	
6	Company's Background	
7	Background of Partners / Shareholders	
8	Location of Project	
9	Administration Plan	
10	Marketing Plan	
11	Operation Plan	
12	Financial Plan	
13	Appendices	

<u>ACKNOWLEDGEMENT</u>

First and foremost, we would like to thank Allah s.w.t for giving us the strength and will to complete this business plan. We would also like to take this opportunity to thank those who directly and indirectly helped us throughout the semester in terms of their contributions, opinions and support to this project. Without their support and encouragements, it would be impossible for us to meet the deadline.

Our special thanks to our ETR lecturer, Prof. Madya Dr. Ismail Abd. Wahab for his guidance and critism. Without his 'directions', we would be 'lost' in trying to find relevant information for this business plan. All our colleagues also should deserve a recognition in this project. All of them had been very supportive and friendly. It was an invaluable and enjoyable working experience that we will not ever forget.

We would also like to acknowledge the contributions of Miss Esther Yong ,the General manager of Kindergarten Operations, Education ventures Sdn.Bhd and Cik Melissa from Tadika Seri Kurnia who willingly and helpful enough to let us interviewed them.It was such an unforgettable event.

A special thanks to our senior and housemates for their help and brilliant advice towards the completion of this paperwork..

We would also like to to express our gratitude to Mrs. Hui for her help regarding the information about pre-school education.

Finally, our biggest appreciation goes to our beloved family. Their positive encouragement, love and support had given us the confidence to complete this business plan.

We really appreciate what you all have done for us.

May Allah Bless Us All.

Faculty of Performing Arts,

Universiti Teknologi Mara,

Shah Alam,

Selangor Darul Ehsan.

Prof. Madya Dr. Ismail Abd Wahab,

Lecturer of ETR 300,

MEDEC, 2nd floor, Block 13,

Intekma Resorts and Convention Centre,

Section 7, Shah Alam.

Dear Sir,

SUBMISSION OF BUSINESS PLAN

With reference to the above matter, we hereby submit our business plan. We will be opening our child enrichment centre (kindergarten), namely 'Twinkle Kids Land'. It will be operating at No.1, Jalan Bolasepak 13 / 11, Section 13, Shah Alam.

- 2. Preparation of this business plan is to fulfill the requirement of subject ETR 300.
- 3. A special thanks to those who directy and indirecty involved in completing this business plan, in terms of their contributions, opinions and support.