



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
HAPPY PETS SHOP

PREPARED BY

VIANNEY SIGING	2011154021
FLORENCE JULIUS	2011775095
ELLISRA GELUING	2011161961
MOHD. ALFAZZI JOHNDARY	9772512011

MARCH 2014

TABLE OF CONTENT

NO.	TITLE	PAGE
1.0	INTRODUCTION 1.1 Business Plan Purpose 1.2 Company Background 1.3 Partner Background 1.4 Partnership Agreement	4 5 6 8 15
2.0	ADMINISTRATION PLAN 2.1 Introduction 2.2 Purpose 2.3 Administration strategies 2.4 Definition 2.5 List of Personnel 2.6 Task and Responsibilities 2.7 Schedule of Remuneration 2.8 Administration Budget 2.9 Employees Intensive Scheme 2.10 Suppliers 2.11 List of Office Furniture and Fitting 2.12 Vission, Mission, Objectives 2.13 Administration Structure 2.14 Business Logo	19 20 21 22 23 24 25 26 27 28 39 30 31 32 33
3.0	MARKETING PLAN 3.1 Introduction 3.2 Product Concept and Service 3.3 Target Market 3.4 Competitors 3.5 Market Share 3.6 Forecast Sales 3.7 Marketing Strategies 3.7.1 Product/Service Strategy 3.7.2 Place Strategy 3.7.3 Pricing Strategy 3.7.4 Promotion Strategy 3.8 Future Planning 3.9 Example of product 3.10 Marketing Activities 3.11 Marketing Budget	34 35 36 37 38 39 41 42 46 47 51 51

UITM KOTA KINABALU SABAH

4.0	OPERATING PLAN	52
	4.1 Operational Plan	53
	4.2 Transformation Process	54
	4.3 Process Flow Chart	55
	4.4 Indicator Symbol	56
	4.5 The Process Planning	57
	4.6 Operational Schedule	58
	4.7 Manpower Requirement	59
	4.8 Machine and Equipment	60
	4.9 Material	61
	4.10 Forecasting Purchases for Year 1	64
	4.11 Overhead Expenses	66
	4.12 Operational Budget	67
	4.13 <u>Layout based on Marketing</u>	68
	4.14 Location	70
5.0	FINANCIAL PLAN	72
	5.1 Introduction	73
	5.2 Financial Input	75
	5.3 Projected Sales and Purchases	75
	5.4 Project Implementation Cost	77
	5.5 Budget	78
	5.6 Schedules	81
	5.7 Cash Flow	84
	5.8 Income Statement	85
	5.9 Balance Sheet	86
	5.10 Financial Ratio	87
6.0	CONCLUSION	93
7.0	APPENDIX	94

1.1 INTRODUCTION

Happy Pet Shop is being established in 11 March 2015. It is the first company in Borneo that concern about the pet's needs and comfort. It is being located in Ranau town, Sabah. Our main company is also located at Ranau town, Sabah. Our company's vision is to be the most well-known pet shop on the state. Happy Pet Shop is also come out with our own mission. Our first mission is to be the best pet shop in Ranau for five years. Other than that, to gives the best customer service than others store. Last but not least, become the customer's first choice pet store. Our company's objective is to fulfil the satisfaction, needs and wants of the customer.

In order for us to run with our business, we never neglect our own surroundings and even for our own environments. Our products come from the best quality that safe to be used for pets and human. We put the customers' pets comfort and needs at the first class as we give the best service in town.

Happy Pet Shop is under the administration of our Chief Executive Officer (CEO) and Operational Manager, Ms Vianney Siging. There are three departments under her administration which is Miss Ellisra Geluing as the Marketing Manager,, Mr. Mohd. Alfazzi Bin Johndary as the Financial Manager and Miss Florence Julius as the Administration Manager.

1.2 BUSINESS PLAN PURPOSE

This business plan was prepared for the purpose of:

1. As a guideline in managing the business or the purposed venture.
2. To determine whether this business will be able to get better feedback in the market, especially in our town Ranau.
3. To grab the business opportunities in the local market as well as to promote the best service to be exists in our town.
4. To satisfy the needs of the pets as well as the owners.
5. In order for the customers to purchased pet items at the shop that the nearest to their hometown.
6. To attract the people who love to pamper their pets in our town to visit and spent in our shop.
7. To commercialize the business services in our company to the people with different type of age and gender.
8. To fulfil the requirement of the ENT300 subject.