



INTELLIGENT CARE

BabyLove



DO YOUR' BABY *NEED* A CHAIR ?  
With high quality material?  
**AFFORTABLE PRICE ?**  
**COMFORTABLE BABYCHAIR?**  
**WITH PORTABLE CHAIR !!**

**BABYLOVES CHAIR**

WE DONT BELIEVE WHAT OTHERS SAY  
**WE BELIEVE WHAT CLIENT WANTS**



اُنِيسِيْتِي تِكْنُوْلُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

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**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**BUSINESS NAME**

**INTELLIGENT CARE ENTERPRISE**

**PRODUCT NAME**

**BAYBYLOVE**

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## TABLE OF CONTENTS

LETTER OF SUBMISSION	4
ACKNOWLEDGEMENT	6
TABLE OF CONTENT	7-10
EXECUTIVE SUMMARY	11-12
1 INTRODUCTION	
1.1 Name of Business	14
1.2 Nature of Business	14
1.3 Industry Profile	14
1.4 Location of the Business	14
1.5 Date of Business Commencement	15
1.6 Factors in Selecting the Proposed Business	15
1.7 Future Prospects of the Business	15
2 PURPOSE	
2.1 To evaluate the project viability and growth potential	17
2.2 To apply for loans or financing facilities from the relevant financial institutions	17
2.3 To act as a guideline for the management of the proposed business	17
2.4 To allocate business resources effectively	17
3 BUSINESS BACKGROUND	
3.1 Vision and Mission	19
3.2 Organization Chart	20
3.3 Logo and Moto	21
4 BACKGROUND OF PARTNERSHIPS	
4.1 General Manager	23
4.2 Administration Manager	24
4.3 Marketing Manager	25
4.4 Operational Manager	26
4.5 Financial Manager	27

## **EXECUTIVE SUMMARY**

This business is based on partnership which consists of five members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. This business capital is amount to RM100 000.00.

Our BabyLove chair is for a baby 4 to 36 months and weight less than 15Kg. This chair is very rare because the product does not exist in the market yet. Hence, it is made from Cordura Oxford Polyester 600D.

BabyLove Enterprise is a company which is selling high quality of baby chairs in Johor. This baby chair is needed for every family who have a baby.

The baby chairs is made in standard size and flexible which can fold to a bag. Our baby chairs consists two colours which is black and navy blue. We sell and supply the baby chairs at supermarket, shopping malls and wholesalers.

Based on the objectives above, we are involved in supplying baby chairs in many places. This baby chairs has the potential for being a profitable business if it is done in a modern way with systematically managed.

We will expect our business will become more developed in the near future because it is the new innovation in baby chair. This will give advantage for us to make our product stable in the long run.