



**UNIVERSITI TEKNOLOGI MARA**

**DIPLOMA IN SCIENCE**

**ENT300**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**BUSINESS PLAN**

**"NEKO NURSERY & CAFÉ"**

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## 1.0. INTRODUCTION

### 1.1. Executive Summary

We have discussed and built a partnership to start our own business. The name of our business is called '**Neko Nursery & Café**'. The main objective of our business is to make our Neko Nursery & Café proceed smoothly by following the business plan which consists of administration, operational, marketing and financial planning. Each of the planning has their own professional manager on their task and responsibilities. Our business will mainly focus on providing services for cats and serving a wide variety of refreshing foods and beverages.

Within our business, we have also appointed managers to operate in different departments which are authoritative so that our business can operate smoothly. These departments are Administrative Manager, Marketing Manager, Operation Manager and Financial Manager. These managers will control each of the department while there will be one person acts as General Manager, who will be the head of all the departments in our business.

Our office is situated in our cafe so that it will be easy for us to access while operating the business. It is located in block 4, No 56, Jalan Alamesra, Sepanggar, Kota Kinabalu, Sabah. We choose this location because it is located near 1Borneo where numerous educational institutions, offices and residential areas are present. So, we decided to grab the chance by operating our business at that location in order to attract and introduce our product to our potential target market.

## **1.2. Purposes**

The purpose of Neko Nursery & Café's business plan is

- ❖ To be able to distribute business resources more effectively.
- ❖ To evaluate the ability of this business whether it is able to compete with other competitors.
- ❖ As a guideline for day to day management of our business.

### **1.2.1. Vision**

- ❖ To be a cat's nursery and café that is highly recommended in the service market in Kota Kinabalu.
- ❖ Neko Nursery & Café will provide the best and quality products and services.

### **1.2.2. Mission**

- ❖ Our mission is to gain more profit and enjoy exposing awareness about pets to the public especially in Kota Kinabalu area while building a community based on the care.
- ❖ Be aware about customer satisfaction by upgrading products and recover every stage of service time by time.
- ❖ Avoiding waste involved with financial property by managing the operation of administration in organization economically.

### **1.2.3. Ideologies**

- ❖ Honesty, integrity and cooperation between the partners.
- ❖ Enriching the lives of our employees and business partners through success.
- ❖ Respect for individual initiative, encouraging creativity and ability.
- ❖ Always give the maximum of energy to our business.