



UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS MANAGEMENT

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

"ROYALE PET'S"

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BISMILLAHHIRRAHMANNIRRAHIM

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT 300 subject.

We, the group partner are accepting this as a challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other different way, to be a guideline to encourage our effort for becoming an educative and succeed business people.

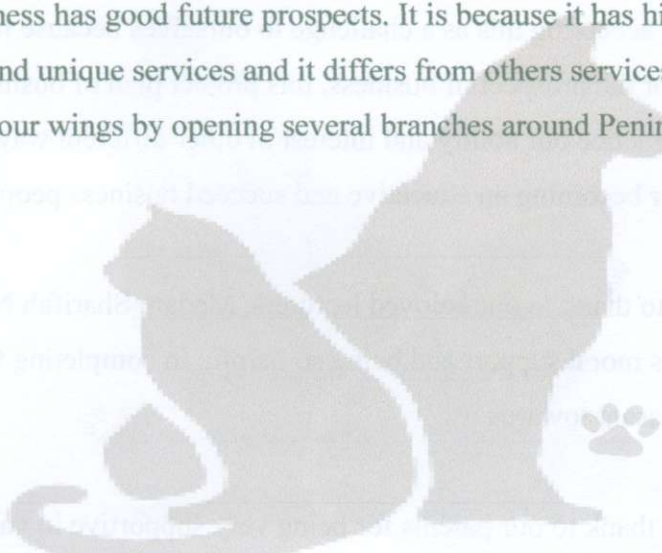
Secondly, we would like to thank to our beloved lecturers, Madam Sharifah Nurafizah Binti Syed Annuar for giving us moral support and being so helpful in completing this business proposal and being so pleasant towards us.

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INTRODUCTION

Our business is owned actively by partnership, incorporated as Royale Pet's which is chosen after an agreement made by all partners. This company was introduced by Mr Mohd Shahrizi, who is also the general manager of this company. This company provides a service that cover everything medically and veterinary expenses for your pet. Royale Pets' is providing a medical card for our customers' pet which our customer can use for their pets whenever there is cases such as medical emergency, trauma, disease and so forth. Our company's medical card will allow our customer to have service such as annual examination, consultation, and vaccination or other tests and treatments in certain clinic that we linked. Our company is the first company who has this service in Sabah. This business has good future prospects. It is because it has highly demand because we are preparing new and unique services and it differs from others services. In addition, we are also planning to expand our wings by opening several branches around Peninsular Malaysia.



Mission

To help the way in providing fair and affordable healthcare financing to every pet in need. Royale Pets' is affordable health coverage that helps you pay the treatment costs for your pet's accidents, illnesses and routine medical care. Coverage is available for dogs and cats. Royale pets' coverage pays for your pet's diagnostic tests, treatments, office visits, lab fees, prescriptions, hospitalization, x-rays and surgical procedures.

Vision

Our practice vision is to help clients and their pets live happier healthy lives together. To rise to such a high level of business and medical excellence, that through education and example, we will inspire our community to care for its pets and people as God intended.

Goal

Offering quality product extends beyond the traditional services offer by other pet insurance provider.

Purpose of the Business Plan

The purpose of this business proposal is to show how this company going to be, to show the long-term plan of this business, to create an excellent plan to run the business or company, to make it easier for anyone who are interested in learning the process of business in order to make our business effective and efficient.

Name of the Company

Royale pets'

PURPOSES

As we know business plan is one of the tools that required to be prepared in order to open the business. Business plan is written documents which describe the purposed business to be undertaken in the comprehensive manner. It is also known as a project paper, working paper, business proposal or prospectus.

A business plan is a written summary of entrepreneur, purpose business venture; it's operational and financial detail, its target market opportunities and strategies, and its manager's skill and ability. The plan serves as an entrepreneur's road map on a journey toward building a successful business. It described the direction of the company is taking, what its goal are, where it's want the company to be, and how it's going to get there. They are many purposes of business plan as below:

- ☐ To give a chance to entrepreneur to view evaluate the business.
- ☐ To make a research and evaluate whether the business are having profit or loss.
- ☐ The venture capitalist, investor and banker in order to raise capital and obtain support for the venture.
- ☐ As guidelines to routine management in the business.
- ☐ To give management an opportunity for entrepreneur to assess, view an appreciate the business venture objectively, critically and practically.
- ☐ To evaluate the project viability and growth potential.

Other than that, the purpose of this business proposal is to show how this company going to be, to show the long-term plan of this business, to create an excellent plan to run the business or company, to make it easier for anyone who are interested in learning the process of business in order to make our business effective and efficient.

Hopefully this plan can be used to convinced the business achieve the target and gift a good profit.