



اَوْنُوْرُسِيْتِي تِيْكُوْلُوْكَى مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF MATHEMATIC AND COMPUTER SCIENCE

ENTREPRENEURSHIP (ENT300)

'BABY PARADISE ENTERPRISE'

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**BABY PARADISE**

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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.

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## EXECUTIVE SUMMARY

Entrepreneurship is a process of innovation and new venture creation through four dimension which include individual, organization, environment and institution. Entrepreneurs are individual who actively form and lead their own business and nurture them for growth and prosperity. In order to form a business, there are quite numbers of phase that should be understood and develop by entrepreneurs.

Baby paradise Enterprise is a business develop to provide a baby spa for a baby from 5 month above til 4 years old kids. Baby Paradise is a partnership business which ventures of six partners. Each partner assist in contributing the same amount of RM20, 000 capital. Each partner member also will hold different position and responsible in managing this business.

Baby Paradise Enterprise is a business that mainly focus on baby spa according to different type of service and packages. We discover that in Malaysia, there are a few number of spa for babies and the demand is increasing. Therefore, our partners are decided to build up this business in Shah Alam because we want to meet the demands.

Lastly, we are planning to expand Malaysia's baby spa industry through this field of business and we aims to become one of the Malaysia's leading entrepreneurs in service industry through the backthrough of the service market into international market.

## 1.0 INTRODUCTION

Baby Paradise is your one stop spa for your little angels above 5 months until 4 years old kids. It brings the widely practiced infant development techniques from overseas to pioneer the latest baby spa concept in Malaysia. Our Baby Paradise is located at No 15, Jalan Plumbum p7/p, seksyen7, 4000 Shah Alam Selangor . Since,babies are precious,they deserve tender loving and development care from us. So, in Baby Paradise we will spoiled them like a little celebrities.

Just like a parents,we want give importance to baby's health and wellness. So, we created a socially fun and nurturing enviroment that make babies feel at home and free to explore. We will spoiled your little angels with love and encouragement through our pampering session from haircut,massage,swimming and etc.

At Baby Paradise, you do not have to worry because we melticulously employ trained and certified physiotherapist and constantly equip them for skill and customer relation development to ensure that every little guest we have is well-taken care of. Also, we only use natural and 99.99% safe product to ensure high protection for the baby's skin because we alway want to bring the warmest care to our little guest and to fullfill parent's satisfaction.

We, Baby Paradise, saw the opportunity that this business has the potential of success provided that it is handled efficiently. As all parents they always want the best for their baby's health and their growth development. Baby Paradise sees this as a way to prosper in this market, by taking advantage of all these parent's need.