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FUNDAMENTAL OF ENTREPRENEURSHIP
ETR 300

WE CARE NURSERY

PREPARED BY :

ROHANA BINTI ABD FIKKAH	(2009983199)
NUR SALFARINAH ASYRIYANI BINTI AMRIN	(2009396477)
ANDI SARINA BINTI ANDI BASA	(2009189047)
SYAHNIZA LEE BINTI JUMAAT	(2009378481)
NUR SHAHIDATUL HAFIZAH BINTI SELAG	(2009513719)

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1.1 Introduction

In Malaysia nowadays, most parents especially those from urban area are both involve in the work force, therefore, the demand for childcare centres to look for their children is keep on increasing. Thus, we see this as opportunity for us to open a day care centre in order to cater the needs of working parents.

A childcare centre is defined as any premise where four children or more from a household is received to be looked after for a fee. The centre admits children below four years of age. This centre is categorised into i) Home Based Centre and ii) Institutional Centre. The former receives less than 10 children, while the latter receives more than 10 children. These centres offer childcare services ranging from half-day to full day basis.

The objectives of the childcare centre are as follows:

- Assisting working parents so that their children get good care.
- Enhancement of standard of living of the family.
- Provide opportunities for people who love children to work in the childcare centres.

Encouraging involvement of the society in the caring and nursing of the children.



1.2 Purpose of Business Plan

Business plan is important in order to start a new business such as :

1. To determine potential of the proposed business;
2. As guidelines to manage the resources effectively;
3. To provide clear information on each task performed by managers in the administrative, marketing, operational, and financial departments respectively;
4. As guidelines to ensure business is operated accordingly.