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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

FLUFFY CAT DAYCARE

PREPARED BY:

VALERIE DATING	2013807626
SHERLY LYNN VALENTINE	2014756073
AMANDA KYRA RAMALAN	2014550359
NUR SYAHKILA BINTI JAAFAR	2014914213
MUHAMMAD IQMAAL BIN SIMON	2014346789

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

1.1 INTRODUCTION

1.1.1 Executive Summary

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT300 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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5.1 Market Size

5.1.1 Main Competitors

5.1.1.1 Strength and Weaknesses of Competitors

5.2 Market Share

5.2.1 Pie-Chart for Market Share

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1.1 EXECUTIVE SUMMARY

Fluffy Cat Day Care is about boarding house and day care service especially for cat. Our business located at D'Sulaman Square, Jalan Sulaman, Kingfisher Sulaman, 88450 Kota Kinabalu, Sabah.

While there are many pet centre everywhere, Fluffy Cat Day Care will excel due to its attention to detail regarding our users. Through unheralded user's attention, Fluffy Cat Day Care will slowly but surely gain market share as it provide boarding house and day care service for cats, and will create long-term relationship between the cats and their cat parents.

Moreover, we are believed that we will successfully compete with our competitors in a few years ahead. This is because, people nowadays treat their pets like their own child. They are taking a good care for their cat safety. They also want their cat to get a comfortable place to stay while their cat parents are away. It's all about their cat safety.

We, Fluffy Cat Day Care, saw the opportunity that this business has the potential of success provided that it is handled efficiently. Every people have always need safety in their life. Same goes to cats, they are also living things who are always need safety and comfortable place to live.



Fluffy Cat Daycare

This business has good future prospect. It is because it has highly demand because we are experiencing new and unique culture. In these years in the future, people will highly believed that caring and love their pets will be common to be everybody with their pets. In addition, we