



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

PET'S FRIENDS ENTERPRISE

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With humility, we first want to say thanks and great appreciation to God the Almighty for giving us strength, patience and confidence for us all the way in completing our business plan.

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Last but not least, we would also like to thank the rest of the people who have directly or indirectly contributed to the completion of our business plan. Once again, thank you very much.

Regards,

PET'S FRIENDS ENTERPRISE

EXECUTIVE SUMMARY

We are the students of UiTM Kota Kinabalu Sabah of Diploma in Business Studies. We chose to form a business partnership in the service sector. Our business name is Pet's Friends Enterprise and it is made up of five members which, each of us have our own position; Nurulfadillah Binti Din as the General Manager, Renie Rezeman as the Administration Manager, Charles Sumuni David as the Marketing Manager, Khairunnisa Limat as the Operation Manager and Haafiza Nadia Asan as the Financial Manager.

Our company's nature of business is the service sector on which we focus on pet care. The main activities of our business are taking care of customers pet, grooming them and etc while they are away so that their pet will be always be healthy and safe. Our business will be operating at Suria Sabah Shopping Complex, Kota Kinabalu. The date of our business commencement will be on the 1st January 2013.

We are choosing this type of business because it is a new and currently expanding industry in Malaysia, especially in Kota Kinabalu. Next reason is it also be as another option for pet owners to do their pet's grooming and another option for pet's owner to bring their pet to see the vet. Furthermore, it is a high demand for pet hotel but still have a shortage on that. Besides that, we are doing this business is for commercializing our business about pet's services. Last but not least, this business is also a breaking ice step towards the pet hotel in Sabah.

I am sure there will be many people out there who will think that our business is impossible to be developed and grow wider. But we believe that our business can succeed with the cooperation of all parties, passion and spirit that we have.

INTRODUCTION

According to the Oxford Dictionary, pet means an animal, a bird etc. that you have at home for pleasure, rather than one that kept for work or food. Many residents keep a pet of their own in which, pet such as fish are famous for relieving stress. Studies have shown that the sound of the water could help reduce stress. Cats and dogs on the other hand do the same, too! Many researchers had shown that talking or stroking your pet could reduce the level of stress.

The pet grooming and boarding industry is a growing industry in our country. Although there are huge reports about the pet hotel owners are not taking care of the pets they are looking after, still, the pet hotel are in needs for the residents in Malaysia. According to the department general, Datuk Dr. Abd Aziz Jamaludin, he said that they will establish a rating for those who are dealing with animals such as the pet shop and pet hotel, so that the people would know which the best place to send off their pet is. This is a good sign towards the growing of the pet-related industry.

Despite the most recent story that have given an impact towards the country, which is a tragedy in Damansara Damai, this had given the opportunity for our group to choose the service industry by which, we could learn from their mistakes. The Pet Grooming and Boarding in the United States have conducted a study towards the industry in which they indicated that there are 75,032 business presented in America regarding this service industry. 123,023 employees are hired so far to work on the matter together. Thus, this discovery attracted many investors to do their investment regarding the industry, although this is a merely growing one in Malaysia.

As a result, our group totally agrees to run this project as our entrepreneurship project with the business name of Pet's Friends Enterprise. Besides that, the location of our business is at Suria Sabah Shoppng Complex in Kota Kinabalu and we have decided that the date of our business commencement is on 01 January 2013.

COMPANY MISSION

Mission is an important job that a person or group of people is given to do. Mission gives a reason why the business is operating. Furthermore, with a mission, every business owners and employee or people who are related with the company would be clear of what they are doing. Mission would also convince the prospect that the services that they are attending know what they are doing.

- Providing the best pet services that we could offer

Realizing that mission is important towards an organization, we have agreed to provide our own mission as below :

- Support the business industry in Malaysia
- To be a leader/role model towards the pet industry in Malaysia

COMPANY VISSION

Company vision implies the ability to think about or plan the future with great imagination and intelligences (Oxford Advance Learner's Dictionary). Vision is a statement of what an organization wants to be. With a vision, it could help an organization to shape and direct the future of the organization itself. It should help the members of the organization to feel proud and exited towards where they are and what they are.

As the vision is important, here are the visions that we provide for our business:

- To be competitive with other relevant competitor
- To increase and expand services throughout the year
- To provide local with programs of awareness towards animal cruelty
- To provide new pet services with a new way to manage the pet hotel industry