



UNIVERSITI TEKNOLOGI MARA  
SABAH

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

"MAMA2GO"

PREPARED BY:

FATIN AMIRAH BT M.AMRAN

2015892664

BATRISYIA GERUDA ANAK JOHN

2015859044

PRISCA LISAH

2015876636

PREPARED FOR:

MR. MOHAMMAD FIRDAUS BIN MOHAMAD



## TABLE OF CONTENT

<b>CONTENT</b>	<b>PAGE</b>
1. Executive Summary	1-2
2. Introduction	3-4
3. Purpose of Business Plan	5-6
4. Business / Company Background	7-11
5. Partners / Shareholders Background	12-25
6. Marketing Plan	
6.1 Product / Service Description	
6.2 Target Market	
6.3 Market Size	
6.4 Market Segmentation	
6.5 Competition - The Strength and Weakness of Competitors	26-38
6.6 Market Share	
6.7 Sales Forecast	
6.8 Marketing Strategy - Product, Price, Place, Promotion	
6.9 Marketing Budget	
7. Administrative Plan	
7.1 Business Vision, Mission and Objectives	
7.2 Organizational Chart	
7.3 List of Personnel	
7.4 Schedule of Task and Responsibilities	
7.5 Schedule of Remuneration	
7.6 List of Office Furniture & Fittings and Supplies	
7.7 Administrative Budget	39-50
8. Operation / Production Plan	
8.1 Operation Process	
8.2 Process Flow Chat	
8.3 Capacity Planning - Output in Units / Operations Time	
8.4 Material Requirement	
8.5 List of Operations Personnel	
8.6 List of Tasks and Responsibilities	
8.7 Schedule of Remuneration	
8.8 Machinery and Equipment	51-62

8.9 Operation Layout Plan	
8.10 Location (Production Site)	
8.11 Operation Overhead	
8.12 Operation / Production Budget	
9. Financial Plan	
9.1 project Implementation Cost	
9.2 Sources of Finance	
9.3 Loan Amortization Repayment Schedule	
9.4 Hire Purchase Repayment Schedule	
9.5 Non-Current Asset Depreciation Schedule	63-83
9.6 Proforma Cash Flow Statement	
9.7 Proforma Profit and Loss Account Income	
9.8 Proforma Balance Sheet	
9.9 Financial Analysis	
10. Conclusion	84-85
11. Appendices	85-89

## **1.0 EXECUTIVE SUMMARY**

This business plan is designed for a complete overview of our upcoming business. We decided to open a service center for breastfeeding mothers and mothers with infant (s) and/or toddler (s).

This service is going to ease the burden that almost travel mothers out there been face when they travel through airport. Malaysia is not a country with friendly breastfeeding environment, publicly.

In this business plan, we will briefly have explained on how this business going to work, based on 3 main backbones of an organization; marketing plan, administrative plan, and operational plan.

This business plan is not only a complete overview of our upcoming business but also some directions on how we going to conduct our business, how much capital we invest, how much sales we going to get etc.

## 2.0 INTRODUCTION

For parent who travel through airports, sometimes it's difficult to look for a place to nurse and pump especially for breastfeeding mother. Not all airports are available with a comfort and private nursing room.

Before assigning the business plan, we made some research and interviewed with some travel moms at Kota Kinabalu International Airport regarding their concern of a comfort place for nursing and breastfeed.

We came with an idea to provide a nursing room service where operates 21 hours, 7 days a week. With a guidance of trained staffs, plus a respond from people we interviewed, a private nursing room is a must to have at an airport.