



اُنِيسِيْتِي تِكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

AS120 5D

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

PETSONIA ENTERPRISE

PETS STATION

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Science (AS120)
Faculty of Applied Science
Universiti Teknologi MARA Pahang
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15th December 2020

Mrs Faizan Binti Hj. Abd Jabar
Lecturer of Fundamentals of Entrepreneurship (ENT300)
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Universiti Teknologi MARA Pahang
26400, Bandar Tun Razak, Jengka, Pahang

Mrs,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**PETSONIA’ ENTERPRISE – PETS STATION**” to fulfil the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

NIK NOOR NABIHAH BINTI MOHD ARIS	2018232176
ILI KHAIRUNISA BINTI ISHAK	2018241652
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NUR ALIFAH ILYANA BINTI ZULKARNAIN	2018671428
NUR ZULAIKHA BINTI ARIS	2018280752

Thank you,

Yours sincerely,



.....
(NIK NOOR NABIHAH BINTI MOHD ARIS)
General Manager Petszonias

ACKNOWLEDGEMENT

In the Name of Allah, the Most Gracious and the Most Merciful in the completion of the business plan as one of the requirements that have to be accomplished in the course work assessment for Fundamentals of Entrepreneurship, ENT300.

High gratitude was given to lecturer of ENT300, Mrs Faizan Binti Hj. Abd Jabar that has given guidance, advises and instructions in educating us during the process of completion of this business plan. She has given us great tutoring and also provides useful information in order to bring the best outcome from all of us.

After all, great teamwork makes the dream work. We would like to thank all of the teammates for the hard works and the commitments that have been given in order to complete the business plan even had to sacrificed many things as this plan can be done successfully. We also would like to send our appreciation to our families for their moral support to do well in creating this business plan.

Thank you to our classmates by sharing the important information when needed. Lastly, we would like to thank those who had involved in this business plan either directly or indirectly. They had been great helpers to us in the completion of the business plan. We believe that this business plan will give innovative ideas to encourage the local community into a challenging business.

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EXECUTIVE SUMMARY

Petszonia Enterprise is a business based on a partnership where it has five lead workers holding important positions. The Manager is Nik Noor Nabihah, Marketing Staff is Nur Alifah Ilyana, Operational Staff is Ili Khairunisa, Administration Staff is Nur Zulaika and Financial Staff is Nur Zulaikha Aris. The members have extensive experience in business, sales and finance. The manager itself has obtained experienced in managing Pet Industry in Malaysia. The business capital is RM.

The business offers the full-service animal care facility dedicated to consistently providing high customer satisfaction by rendering excellent service, quality pet care, pet hotel, pet photoshoot and pet grooming. It is located at 17, Jalan Pinang 52, Taman Daya, 81100 Johor Bahru, Johor.

The business is estimated as an explosion of growth over the year. Johor Bahru, Johor is seen as the strategic place to innovate the mainstream pet station and pet shop into a whole new experience of services which is pet station to the community. The marketing strategy of Petszonia is to emphasize the quality and price of the products and services. The prices of the services and pet appliances are affordable to the community. The place of this business is also a strategic spot since it is a busy city and suitable for working family that have pets. The members have service and commitments plan to colour the brand through the website, social media and buntings to create bigger opportunities also to bring the name of business being recognized to the community.