



اَوْنِيُوْ سِيْتِي بَاتِيْكَوْ لُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN ACCOUNTANCY (AC110)

AC110 5A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

KITTY PALACE

PET BOARDING AND PET GROOMING

PREPARED FOR:

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LETTER OF SUBMISSION

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24 JANUARY 2021

Sir Mohd Aidil Riduan bin Awang Kader
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Sir,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**KITTY PALACE – PET BOARDING AND GROOMING SHOP**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
NUR SHUHAILA
General Manager

ACKNOWLEDGEMENT

It is with our greatest heartfelt that we manage to complete our Business Plan Group Assignment for the course Fundamentals of Entrepreneurship (ENT300) for our last semester. The assignment cannot be completed without the effort and co-operation from our fellow group members, Nurul Dalina binti Suhaimi, Masitah binti Zulkifly, Mimie Nur Wahida bt Mohd Zaki, Muhammad Syahmi bin Muhammad Suhaz and Nur Shuhaila binti Baharom.

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EXECUTIVE SUMMARY

Kitty Palace is a cat sitting and grooming business catered for all kinds of cats situated in Subang Jaya, Selangor that will start operating on 21st of February 2021. We aim to become one of the best and trusted pet sitting and grooming business in Malaysia. Our shop is managed by eight wonderful and hardworking workers that will make sure the cats will be taken care of. Our motto is "Greatest Palace for Cats" which means will treat our cats like kings and queens.

The purpose of preparing this business plan is to assess the business viability and growth potential by using the information contained in the business plan. It can assist in decisions making and setting the targeted performance of our business. Next, the business plan is also a guideline for the management to identify problems in the future and it can be used to provide guidelines for planning, setting, handling, controlling and management of our business. The business plan is also needed in order to apply for loans and other financing facilities.

As mention before, there are eight total of workers consisting of the General Manager, Administration Manager, Marketing Manager, Operation Manager, Financial Manager and lastly two of our staffs to assist us taking care of both the cats and the shop.

Kitty Palace is known for pet sitting and pet grooming services. However, we also provide two other services which are emergency boarding and taking photos with the cats. Emergency boarding is quite similar to the normal boarding except that it can be done anytime within the business hours without setting any appointment beforehand which costs RM 100.00. Photography is another service that will definitely become one of the favorites since cat owners are known to always taking photos of their cats costing RM 45. The grooming includes the services of bathing, brushing teeth, fur trimming and nail clipping all in one at the price of RM 80.00. These are done to ensure the cleanliness of the cats. The normal cat boarding itself costs RM 70 for every 12 hours.