



FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS AND MANAGEMENT

BA1184B

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME:

PET STORE

PRODUCT NAME:

FURR SAFARI

PREPARED FOR:

MISS NURHANI IZZATI BINTI MOHD HANIFAH

PREPARED BY:

RUZIANISZA BINTI RUSLAN	2019544337
Wafa Batrisyia Binti Abd Rahman	2019980567
Siti Aisyah Binti Sawaludin	2019581005
Syafiqah Binti Abdul Latif	2019951493

LETTER OF SUBMISSION

Diploma in Business and Management (BA118)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

26th JUNE 2020

Miss Nurhani Izzati binti Mohd Hanifah
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Miss,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**PET STORE – FURR SAFARI**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Siti Aisyah

.....
SITI AISYAH BINTI SAWALUDIN
General Manager

ACKNOWLEDGEMENT

Assalamualaikum. Firstly, Alhamdulillah and praise to Allah S.W.T for helping me and my group members in completing our Business Plan which is our last assessment that we should submit in this course ENT300.

Not to forget, special regards to our team which is Ruzianisza binti Ruslan, Wafa Batrisyia binti Abd Rahman, Syafiqah binti Abdul Latif and Siti Aisyah binti Sawaludin for manage to accomplish this assessment. The effort and the contribution as a team really helps a lot to complete this business plan. Furthermore, we are blessed because our beloved lecture Miss Nurhani Izzati binti Mohd Hanifah, who give a tons of guides and motivation for us in completing this assessment. Without her guidance and motivation, we did not manage to finish this Business Plan properly.

We managed to overcome every problem during complete this assessment. This Business Plan teach us about how to handling the business that we want to open in the future. After accomplish this assessment, we became more mature about the flow of the business. Last but not least, our Business Plan is including organization, marketing, operating, administrating, financial and any other information that related for an entrepreneur to start a business.

TABLE OF CONTENTS

LETTER OF SUBMISSION
ACKNOWLEDGEMENT
TABLE OF CONTENT
EXECUTIVE SUMMARY

CONTENT	PAGES
1. BUSINESS BACKGROUND	6-9
2. OWNER BACKGROUND	10-13
3. ADMINISTRATION PLAN	14-19
4. MARKETING PLAN	20-29
5. OPERATIONAL PLAN	30-36
6. FINANCIAL PLAN	37-42
7. CONCLUSION	43
8. APPENDICES	44
9. PARTNERSHIP AGREEMENT	45-46

EXECUTIVE SUMMARY

This business exists with the help of four(4) people dedicated individuals which consist of General Manager, Operating Manager, Administration Manager, Marketing Manager and Financial Manager. We choose a pet store as our business and name is as Furr Safari.

An analysis has been carried out to ensure that the service and product that we provided in our business is in high quality services and the product is the high demand in the market. Innovating in our priority for us to increase our business sales for our first year of operation. Additionally, our business which Furr Safari, has gained trustworthy and became popular in Petaling Jaya, Selangor because of our different services which is we had the delivery service and the doctors will come to the customer's home by themselves. Besides that, our websites also play an important role which is the customer can make an online checkup and get more information in our websites.

Furthermore, our premises is open with the strategic place in Petaling Jaya, Selangor. The area had a placement that we target for our customer. This advantages helps for our business to grow in the future. Most of the customer gave the positive feedback about our pet store and they are glad because of our services.

However, we made a survey, we found that there are more than two competitors in our area. Their business are same like us and this is bring the challenges to our business for maintain the sales and get the customer's attraction. But, we have our own strategies to overcome this challenges which is make a sale or discount, give a voucher and give a free payment for the new customer.

We are expecting that our pet store will become bigger in the future. We will make sure every year our pet store have a different attraction towards customers. We also hope that our pet store not only popular in our are but also popular in other city and states. This project will give us advantages such as profitability in the long run.