



# **MARA University of Technology**

**Sabah Campus**

**Faculty of Applied Science**

**Diploma in Science**

**ETR 300**

## **BUSINESS PLAN**

### **U – JE – A TUITION CENTRE**

**Prepared by;**

**Usman bin Saharun**

**2006139317**

**Jane Sinorita Tingkas**

**2006139385**

**Elda Konsaga**

**2006139379**

**Anjula Majadul**

**2006139333**

**Prepared for;**

**Madam Imelda Elbert Jisip**

**MEDEC Coordinator**

**Date of Submission;**

**31<sup>th</sup> October 2009**

## ACKNOWLEDGEMENT

First and foremost, we would like to thank Allah S.W.T for His blessing throughout the process of completing this business plan. We are deeply indebted to our supervisor Professor Madya MatYasin the lecturer of ETR300 subject in UiTM Sabah whose help, stimulating suggestions and encouragement helped us in all the time of research for and writing of this business plan. We are also grateful to have Mdm Imelda Elbert Jisip as our MEDEC coordinator for her patience and concern for us.

We also would like to express our gratitude to all organization that help us in making this Business plan a reality, such as Jabatan Pelajaran Sabah, SMART learning training centre, Powertech Services, Advance Trading and DBKK for priceless information given to us in order to sharpen the knowledge of this particular business and not forgotten to all private companies that help us in giving the right information that we need.

Finally, special thanks to the people who involved directly or indirectly throughout the completion of this printing business plan. We hope that this plan can be a major source for the people who are interested in making this business a reality.

**"GOOD GRADES GUARANTEED, FOLLOW US SUCCESS WILL BE YOURS"**

|       |                                                   |       |
|-------|---------------------------------------------------|-------|
| 6.7.1 | Sale Forecast for First Month                     | 41-43 |
| 6.7.2 | Conclusion Sales Forecast for Every Month         | 44    |
| 6.7.3 | Total Sales Forecast for Year 2010, 2011 and 2012 | 45-46 |
| 6.8   | Marketing Strategy                                |       |
| 6.8.1 | Product / Service Strategy                        | 47-48 |
| 6.8.2 | Pricing Strategy                                  | 49-50 |
| 6.8.3 | Place / Distribution Strategy                     | 49-50 |
| 6.8.4 | Promotion Strategy                                | 51-52 |

## TABLE OF CONTENTS

| <b><u>NO</u></b> | <b><u>CONTENTS</u></b>                                     | <b><u>PAGE</u></b> |
|------------------|------------------------------------------------------------|--------------------|
| <b>1.0</b>       | <b>Executive Summary</b>                                   |                    |
| 1.1              | Introduction .....                                         | 1                  |
| 1.2              | Logo Description .....                                     | 2                  |
| <b>2.0</b>       | <b>Purposes</b> .....                                      | 3                  |
| <b>3.0</b>       | <b>Background of Business</b> .....                        | 4                  |
| <b>4.0</b>       | <b>Background of Partner</b> .....                         | 5-8                |
| <b>5.0</b>       | <b>Location</b> .....                                      | 9-11               |
| <b>6.0</b>       | <b>Marketing Plan</b>                                      |                    |
| 6.1              | Introduction .....                                         | 12                 |
| 6.2              | Product and Service Description .....                      | 13-18              |
| 6.2.1            | Tuition Size .....                                         | 19                 |
| 6.2.2            | Pc Zone .....                                              | 20                 |
| 6.2.3            | Reference Book Zone .....                                  | 21                 |
| 6.3              | Target Market .....                                        | 22-25              |
| 6.4              | Market Size .....                                          | 26-29              |
| 6.5              | Competition .....                                          | 30-34              |
| 6.6              | Market Share .....                                         | 35-40              |
| 6.7              | Sale Forecast                                              |                    |
| 6.7.1            | Sale Forecast for First Month .....                        | 41-43              |
| 6.7.2            | Conclusion Sales Forecast for<br>Every Month .....         | 44                 |
| 6.7.3            | Total Sales Forecast for Year<br>2010, 2011 and 2012 ..... | 45-46              |
| 6.8              | Marketing Strategy                                         |                    |
| 6.8.1            | Product / Service Strategy .....                           | 47-48              |
| 6.8.2            | Pricing Strategy .....                                     | 48-49              |
| 6.8.3            | Place / Distribution Strategy .....                        | 49-50              |
| 6.8.4            | Promotion Strategy .....                                   | 51-53              |



|       |                                                          |       |       |
|-------|----------------------------------------------------------|-------|-------|
| 6.9   | Market Personnel                                         | ..... | 54    |
| 6.10  | Market Budget                                            | ..... | 55    |
| 7.0   | The Production / Operation Plan                          |       |       |
| 7.1   | Introduction                                             | ..... | 56-57 |
| 7.2   | Objectives                                               | ..... | 58    |
| 7.3   | Flow Chart Process                                       |       |       |
| 7.3.1 | Operation Chart                                          | ..... | 59    |
| 7.3.2 | Activity Chart                                           | ..... | 60-65 |
| 7.4   | Material Requirement                                     | ..... | 66-70 |
| 7.5   | List of Operations Personnel and<br>Organizational Chart | ..... | 71-73 |
| 7.6   | Schedule of Tasks and<br>Responsibilities                | ..... | 74    |
| 7.7   | Schedule of Remuneration                                 | ..... | 75    |
| 7.8   | List Machines and Equipments                             |       |       |
| 7.8.1 | Electrical Equipment Cost                                | ..... | 76    |
| 7.8.2 | Basic / Fixed Equipment Cost                             | ..... | 77-78 |
| 7.8.3 | Equipment Cost per Month                                 | ..... | 79-80 |
| 7.9   | Operation Space Layout Plan                              | ..... | 81-83 |
| 7.10  | Location                                                 | ..... | 84-85 |
| 7.11  | Business Hour                                            | ..... | 86-88 |
| 7.12  | The Production Budget                                    | ..... | 89    |
| 8.0   | Organization Plan                                        |       |       |
| 8.1   | Introduction to Organization                             |       |       |
| 8.1.1 | Vision                                                   | ..... | 90    |
| 8.1.2 | Mission                                                  | ..... | 90    |
| 8.1.3 | Objectives                                               | ..... | 90    |
| 8.1.4 | Business Address                                         | ..... | 90    |
| 8.1.5 | Location Plan                                            | ..... | 91-93 |
| 8.1.6 | Type of Building and<br>Infrastructure                   | ..... | 94    |
| 8.2   | Organizational Chart                                     | ..... | 95    |
| 8.3   | Administration Personnel                                 | ..... | 96    |
| 8.4   | Task Description                                         | ..... | 97    |

## 1.0 EXECUTIVE SUMMARY

### 1.1 INTRODUCTION

As the contemporary world become modern, education becomes more important and valuable. As fresh graduates of MARA University of Technology, we are looking an opportunity to run up a Tuition center at Jalan Sepanggar, Kota Kinabalu. Then, we come up with U-JE-A Tuition Center.

Type of business that we are agreed to run up is partnership. Where, four of us trade jointly to carry out a business with a view to make profits. Even though a tuition center is not really popular, but a tuition center can give a lot of benefits which is can help students to improve their performance in study.

U-JE-A Tuition Center is an academic center located strategically at the developing area in Kota Kinabalu, which is at the Sulaman Central, Jalan Sepanggar. Besides that, this tuition center located near with a village and we noticed, in there just have only two tuition center. That means, our future tuition center competition with another entrepreneur is less.

U-JE-A Tuition center strives to provide the best for primary and secondary school students in their UPSR, PMR and SPM exams. We choose to teach only science subjects such as Mathematics, Science, Additional Mathematic, Biology, Physics and Chemistry because we are only master on this subject.

Our U-JE-A tuition Center is different with other tuition center because we divided our tuition center into three zones that allow a specific costumer to enter into it. Beside that, we were decided to give a member card to all students that register as a student of our tuition center (Zone 1) by level. Where, there have 2 types of levels of students that register as a member which is Level 1 (Primary School students) and Level 2 (Secondary School students)

We invite you to explore the U-JE-A website ([www.UJEA.com](http://www.UJEA.com)) and discover how the center excels with new initiatives in education and student development.

