

TABLE OF CONTENTS



CONTENT

PAGE

1.0	INTRODUCTION	1
2.0	PURPOSE	3
3.0	BUSINESS BACKGROUND	4
4.0	BACKGROUN	4
5.0	ADMINISTRATIVE	13
5.1	Introduction	13
5.2	Introduction to the Organization	14
5.2.1	History of the Organization	14
5.2.2	Objective of the Organization	15
5.2.3	Vision	16
5.2.4	Mission	16
5.2.5	Workers incentive schemes	17
5.2.6	Organizational Structure	18
5.3	Location of the Business	19
5.3.1	Location of the Business	21
5.3.2	Type of Business Structure	22
5.4	Organization Chart	24
5.4.1	Job Description	25
5.4.2	Job Description	25
5.5	Schedule	28
5.6	List of the Office Equipment	29
5.7	Administration Budget	30
6.0	MARKETING PLAN	31
6.1	Product and Service Description	32
6.2	Target Market	32
6.2.1	Geographic Segmentation	32
6.2.2	Demographic Segmentation	33

**UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU CAMPUS**

DIPLOMA IN TOURISM MANAGEMENT

**FUNDAMENTAL OF ENTREPRENEURSHIP
ETR 300**

**BUSINESS PLAN REPORT ON:
PAWS GROOMING & CARE CENTER SDN BHD**

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TABLE OF CONTENTS

CONTENT	HAKMILIK Perpustakaan Universiti Teknologi MARA Sabah	PAGE
1.0 INTRODUCTION		1
2.0 PURPOSE		3
3.0 BUSINESS BACKGROUND		4
4.0 BACKGROUND OF PARTNERS		5
5.0 ADMINISTRATION PLAN		13
5.1 Introduction		13
5.2 Introduction to the Organization		14
5.2.1 Logo		14
5.2.2 Objective of the Organization		15
5.2.3 Vision		16
5.2.4 Mission		16
5.2.5 Workers Incentive Schemes		17
5.2.6 Organization Strategies		18
5.3 Location of the Business		19
5.3.1 Location Plan		21
5.3.2 Type of Building and Infrastructure		22
5.4 Organization Chart		24
5.4.1 Administration Personnel		25
5.4.2 Job Description		26
5.5 Schedule of Remuneration		28
5.6 List of the Office Equipment		29
5.7 Administration Budget		30
6.0 MARKETING PLAN		31
6.1 Product and Service Description		32
6.2 Target Market		32
6.2.1 Geographic Segmentation		32
6.2.2 Demographic Segmentation		33



CONTENT	PAGE
7.3.1 Flow Chart for Grooming and Daily	31
6.2.3 Psychographic Segmentation	33
6.3 Market Size	34
6.4 Competition	35
6.4.1 Paragon	35
6.5 Market Share	36
6.6 Sales Forecast	38
6.7 Marketing Strategy	47
6.7.1 Product / Service Strategy	47
6.7.2 Pricing Strategy	48
6.7.3 Place (Distribution Strategy)	49
6.7.4 Promotion Strategy	49
6.8 List of Marketing Personnel	50
6.9 Schedule of Task and Responsibilities	50
6.10 Schedule of Remuneration	51
6.11 Marketing Budget	52
7.0 OPERATIONAL PLAN	54
7.1 Introduction	54
7.1.1 Operation Plan	55
7.1.2 Operation Plan Objectives	56
7.1.3 Operation Plan Strategy	56
7.2 Operation Process	57
7.2.1 Activities Chart for Preparing A Grooming and Hotel Pet's Services	57
7.2.2 Process of Purchasing Nutrition from suppliers	58
7.2.3 Bathing Pet Process	59
7.2.4 Grooming Pet Process	60
8.0 CONCLUSION AND RECOMMENDATION	86
APPENDICES	



1.0 INTRODUCTION

ACKNOWLEDGEMENT

First and foremost, we would like to thank God for all His blessings that made all things possible for us while completing this report on PAWS Grooming & Care Center for ETR 300 (ENTREPRENEURSHIP).

We would like to express our greatest gratitude to Madam Adelina Ebun, our tutor lecturer for all the guidance and willingness to support and give all her knowledge in order for us to complete this business plan.

The compliment also goes to all off our classmate who had helped us during completing this report. They were always prepared to lend a helping hand irregardless how busy they were. Not forgotten to all UiTM lecturers who had taught us on how to be a knowledgeable person. Without them, we won't be able to complete this report. Finally, we would like to thank all the people involve directly or indirectly and I also want to acknowledge the support of other friends from other faculty.

1. Produce the same outstanding quality results time after time.
2. Be recognized as the top pet groomer in Kota Kinabalu, Sabah.
3. Be steadfast to our commitment for customer service and satisfaction.

Our keys to success will be providing pleasant experience of grooming, competitive pricing, and excellent customer service as our hallmark.

PAWS Grooming & Care Center Sdn Bhd is currently located in Kota Kinabalu, Sabah. We will have a staff of one and is a full-time operation company. We will commence our business somewhere in early of January 2009. The company is established as a partnership company. It is the intention of the



1.0 INTRODUCTION

Owners and their beloved pets ... this is what makes our world go around. We are aware that there are many grooming center, at either end of the spectrum, which will consider grooming a pet. However, they do not openly welcome your furry family members. At PAWS Grooming & Care Center Sdn Bhd, pets are our only business. We are dedicated to have a variety of products and accessories to pamper your pets, and we offer services to help you groom and take care of your pets while you're away. With many years of experience, and a gentle approach in an unhurried environment, we will make sure that your pets will be adorable and look healthy after being with us. Our strong commitment to client satisfaction is determine when the customers would walk out of our store feeling their pets are in good hands.

PAWS Grooming & Care Center Sdn Bhd is a full time partnership business aimed at bringing a smile to every pet owner's face when they see their beautiful family is pampered and groomed well. Our goal of superior customer service and satisfaction will take dedication on the part of all staff members and vendors. The vision manifests itself in three ways:

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