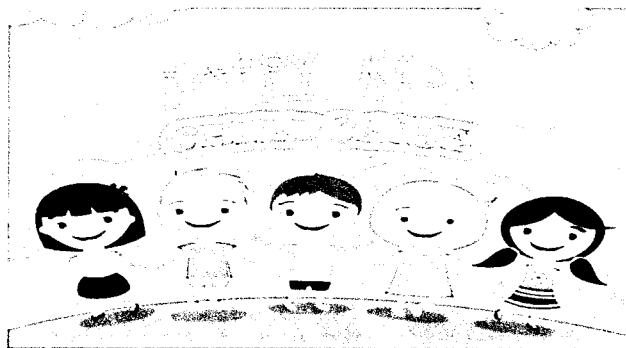


اَوْنِبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)



GROUP: JCS1435A

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19 DECEMBER 2017

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SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

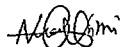
Referring to the subject stated above, we would like to submit our proposal for our project paper for ENT300 subject.

2. This business plan is focusing on providing service of childcare for age 1 months until 4 years old. We had put our full commitment to complete this business plan according to our syllabus and guidance from our lecturer. This business plan is constructed to serve as a blue print guide for a proposal business venture which covers administrator, marketing, operational and financial aspect.

3. We hope that this business plan will success according to our targeted goals. Any mistakes or lacking are fully our faults and we appreciate every comments and critics for our service in order to improve our service quality.

Thank you,

Yours sincerely,



(NUR AMANINA BINTI HILMI)

GENERAL MANAGER OF HAPPY KIDS CHILDCARE

TABLE OF CONTENT

<u>NO</u>	<u>CONTENTS</u>	<u>PAGES</u>
1.0	EXECUTIVE SUMMARY	4
2.0	2.1 INTRODUCTION	5
	2.1.0 Main body of the business	6-7
	2.1.1 Purpose of Business Plan	8
	2.1.2 Objective of Business	9
	2.1.3 Vision	9
	2.1.4 Mission	9
	2.1.5 Company Logo	10
	2.1.6 Background of The Business	11
	2.1.7 Partner's Background	12 - 14
	2.1.8 Location of Business	15
	2.1.9 Partnership Agreement	16 - 26
	2.2 MARKETING PLAN	27
	2.2.1 Introduction of Marketing Plan	28
	2.2.2 Objective	29 - 30
	2.2.3 Benchmark	31 - 35
	2.2.4 Service Description	36 - 38
	2.2.5 Target Market	39
	2.2.6 Market Size	40 - 41
	2.2.7 Competitors	42
	2.2.8 Market Share	43 - 44
	2.2.9 Sales Forecast	45 - 47
	2.2.10 Marketing Strategy	48 - 55
	2.2.11 Marketing Budget	56
	2.3 OPERATIONAL PLAN	57
	2.3.1 Introduction of Operational Plan	58
	2.3.2 Objective	59
	2.3.3 Process of Flowchart	60 - 67
	2.3.4 Schedule of Transit After School	68 - 69
	2.3.5 Production Schedule	70 - 72
	2.3.6 Capacity Plan	73
	2.3.7 Proposed Meal	74
	2.3.8 List of Raw Materials	75 - 79
	2.3.9 List of Machine and Equipment	80 - 87
	2.3.10 Layout of Happy Kids Childcare	88 - 89
	2.3.11 Operation Overhead	90 - 91
	2.3.12 Operation Budget	92
	2.3.13 Implementation Schedule	93

	2.4 ADMINISTRATION PLAN	94
	2.4.1 Introduction of Administration Plan	95
	2.4.2 Objective	96
	2.4.3 Organizational Chart	97
	2.4.4 List of Administrative Personnel	98
	2.4.5 Schedule of Task and Responsibilities	99
	2.4.6 Schedule of Remuneration	100
	2.4.7 List of Office Furniture and Fittings	101 – 104
	2.4.8 Office Layout	105
	2.4.9 List of Office Supply	106
	2.4.10 Administration Budget	107
	2.5 FINANCIAL PLAN	108
	2.5.1 Introduction of Financial Plan	109
	2.5.2 Objective	109
	2.5.3 Step in Financial Plan	110
	2.5.4 The Source of Financial Information	111
	2.5.5 Capital Expenditure Projection	112
	2.5.6 Pre-Operating	113
	2.5.7 Sales and Purchases of Projection	114
	2.5.8 New Project Implementation Cost	115
	2.5.9 Sources of New Project Financing	116
	2.5.10 Cash Flow Forecast	117 – 118
	2.5.11 Depreciation of Fixed Asset	119
	2.5.12 Loan Amortization & Hire-Purchase Schedule	120
	2.5.13 Pro-Forma Balance Sheet	121 – 122
	2.5.14 Pro-Forma Income Statement	123 – 124
	2.5.15 Pro-Forma Cash Flow Statement	125 - 126
3.0	CONCLUSION	136 – 137
4.0	APPENDIX	138 – 150

EXECUTIVE SUMMARY

Our company, Happy Kids Childcare is located at 57, Impiana Bayu, Jalan Seri Impian 6/4, Bandar Seri Impian, 86000, Kluang, Johor. It is a perfect location to do childcare service business as it is near in a housing area and it is also near to hospital, police station, school and factory which parents are busy with their own career.

The total amount of business capital injected to the business from 3 of our partnership member is RM 55 194 with RM 18 398 each member's contribution. We have acquired a loan for van amounting RM 10 000 for our transportation service. Furthermore, Happy Kids Childcare is operating in a terrace house that owned by our General Manager with a rent of RM 1,000 per month.

We want to provide high quality childcare service along with quality education that can enhance the children development process and for them to experience quality time in their childhood despite parents busy work schedule to provide the best for them. Thus, the services we offer provide opportunities for learning activities and tasks that encourages children to use variety of approach to learn in a fun way. Besides, our company also nurture the children with best care in a conducive and stress-free environment.

In the future, we hope that Happy Kids Childcare will grow and expand to provide children with better education and great care in line.