



اوتنورسييتي تيكنولوغي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA



**TITLE OF THE BUSINESS PLAN :**

TUITION CENTER BUSINESS PLAN

**NAME OF BUSINESS :**

AL-KHAWARIZMI TUITION CENTER

**PREPARED FOR :**

MISS SITI NORDIYANA BINTI ISAHAK

LECTURER OF FACULTY BUSINESS MANAGEMENT

**NAME OF PARTNERSHIP:**

|                                   |            |
|-----------------------------------|------------|
| AHMAD SYAKIRIN BIN AHMAD SUKRI    | 2011669574 |
| LINA SABRINA BINTI AZMAN          | 2011628922 |
| FARAH HANI BINTI MAZNI            | 2011892944 |
| AISYAH AFUZA BINTI MAHDI          | 2011283802 |
| KHAIRUN NAJAA BINTI KHAIRUL ANWAR | 2011284074 |

## AL-KHAWARIZMI TUITION CENTER

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### COVER LETTER

Diploma in Science Mathematics

Faculthy of Computer Science & Mathematics

Universiti Teknologi MARA, Johor

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MS SITI NORDIYANA BINTI ISAHAK

Lecturer of Fundamental of Entrepreneurship (ENT300)

Faculty of Business Management Universiti Teknologi MARA, Johor

Ms,

### SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

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

2. This business plan is focus on learning services. We had put our best commitment to complete this business plan according to the guidelines and requirements given according to our subject syllabus and from our lecturer. This business plan is constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation and financial aspects.

3. We hope that this business plan will success according to your satisfaction. Any mistakes or lacking in any area falls fully on us and we appreciate any comments on our project in order to help us to improve ourselves as well.

Thank you.

Yours sincerely,



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(AHMAD SYAKIRIN BIN AHMAD SUKRI)

General Manager of Al- Khawarizmi Tuition Center

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## AL-KHAWARIZMI TUITION CENTER

### EXECUTIVE SUMMARY

Al-Khawarizmi Tuition Center (AKTC) is a tuition center that located at Lot 6530, Jalan Rivera, Maharani Rivera, Kesang Muar, Johor that operate teaching and learning services. AKTC was registered on 15 September 2013. We plan to prepare much kind of services to attract more students to join our tuition.

We choose Bandar Muar to develop our business because service around Muar has less competitors. So, the potential for us to expand the services is high. Our motto is "Your Guide to Excellent and Smart Student". Otherwise, AKTC future planning is to offer private tuition for student at home. We also provide quality services by hire good teacher. Some of our teachers consist of marking panel. So this is reason why student should chose our tuition center.

The existence competitor does not have ability to serve conducive learning tuition center. AKTC serve best learning condition and comfortable for student. Financial resources for our business operating base on contribution capital from all partner and loan to smooth our business.

A well prepared marketing plan helps entrepreneurs to evaluate market acceptance, develop strategies to market products or services of the business. In addition, it also help entrepreneurs to identify required resources to execute the marketing strategies and estimate marketing financial requirement. In marketing plan, its include product/services description, target market, market size, competitors, market share, sales forecast, marketing strategies and marketing budget.

A financial plan, incorporates all financial data derives from the operating budget. In example, the marketing, production and administration budget. Financial information from the operating budgets is then translated or transformed into a financial budget. In financial plan, its include project implementation cost, sources of financing, table of depreciation, loan amortization schedule, cash flow pro forma and balance sheet pro forma.

Meanwhile, in operational plan is crucial to make sure that the business is able to produce product or deliver services according to the specification, quality and time specified by customer. These are some explanation that should be including in operation plan. For instance, process flow chart, production schedule/capacity planning, material requirement, list of machine and equipment, layout plan, operation over head and operation budget.

In administration include planning, organizing, leading and controlling. In business plan, we include purpose of business plan, objective of business, vision, mission, company logo, company or business background, partners background, location of the business and partnership agreement.