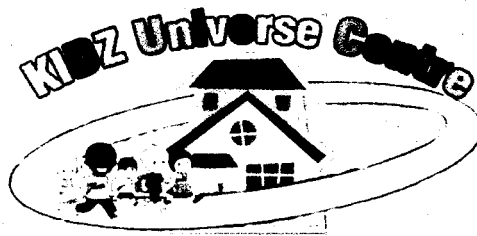




اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)



GROUP : JCS1435A

PREPARED FOR MISS SITI NORDIYANA BINTI ISAHAK

PREPARED BY:

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SUBMISSION DATE : 14 & 15 March 2017

CHECKED,

SITI NORDIYANA BINTI ISAHAK
PENSYARAH EKONOMI

COVER LETTER

Diploma in Mathematical Science
Faculty in Computer Science and Mathematics
University Teknologi MARA Johor

MS SITI NORDIYANA BINTI ISAHAK

15 MARCH 2017

Lecturer of Fundamental of Entrepreneurship (ENT 300)
Faculty in Business Management University Teknologi MARA Johor

Ms,

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT 300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

2. This business plan is focusing on providing service of caretaking for primary school kids. We had put our best 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 proposed business venture which covers administrator, marketing, operational and financial aspects.

3. We hope that this business plan will success according to what we have planned. Any mistakes or lacking in any areas falls fully on us and we appreciated every comments and critics for our service in order to improve the quality of the service we provide.

Thank you,

Yours sincerely,



(NUR ADRIANA AZWEEN BINTI AHMAD SANIZAM)
GENERAL MANAGER OF KIDZ UNIVERSE CENTRE

2.1.0 MAIN BODY OF THE BUSINESS PLAN

- **NAME OF THE COMPANY**

KIDZ Universe Centre

- **NATURE OF BUSINESS**

Nursery Services

- **INDUSTRY PROFILE**

KIDZ Universe Centre is based on the child care industry which main activity is service. It is a daycare centre that established by 6 partnership members, own by friendship of a five women and one man that cooperate together. The idea come when one of the partnership member experienced hard time to look after the children when she is so busy working especially on weekdays. Therefore, our company provides lot of educational and fun activities for children in our centre.

- **LOCATION OF BUSINESS**

Jalan Gunung Nuang U11/4, Bukit Bandaraya 40170 Shah Alam, Selangor Darul Ehsan

- **DATE OF BUSINESS COMMENCEMENT**

1st January 2018

- **FACTORS OF SELECTING PROPOSED BUSINESS**

We choose to provide nursery services because nowadays it is hard to find someone that can really look after the children (to make sure they do their homework, take their meals, fetch them from school and etc.) By the existing of our business, we may overcome this problem to help those parents by managing their children's time after school with variety types of activities. It is also prevent them from dangerous and social problem out there. Furthermore, we can overcome the problem of transportation to fetch their children which may take time for parents to send their children and continue their work which probably could waste their time and it's costly. In addition, usually if hiring foreign maid it is mostly will be having a communication problem and child abuse. Hence, we are providing local and professional staff to manage their children which guarantee their children safety as long in our center.

- **FUTURE PROSPECTS OF BUSINESS**

So, with the presence of KIDZ Universe Centre, we hope that this business is meeting the demand of each of our prospect. To build this business, we have put all of our effort and did some research on the market demand for the services. We also hope that our business enable to capture and attract Malaysia parents' attention. The most important is that we will make sure that every of our customers will feel satisfy with our services. Thus, we believe that KIDZ Universe Centre will be successful and well-known is the future.

1.0 EXECUTIVE SUMMARY

Our company, KIDZ Universe Centre is located at Jalan Gunung Nuang U11/4, Bukit Bandaraya 40170 Shah Alam Selangor Darul Ehsan. It is a perfect location to do nursery business as it is near in a housing area and it is also within walking distance with schools and towns.

The total amount of business capital injected to the business from 6 of our partnership member is RM 75 070,00 with RM 12 511.67 each members' contribution. We have acquired a loan for the van amounted RM 19,500 from CIMB Bank Malaysia for 5 years instalment. Furthermore, KIDZ Universe Centre is operating in a Semi-D house that owned by our General Manager with a rent of RM 1,000 per month.

We want to provide high 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 KIDZ Universe Centre will grow and expand to provide children with better education and great care in line with our motto " Better Care, Better Generation".