



# ENT300

## FUNDAMENTAL OF ENTREPRENEURSHIP

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## EXECUTIVE SUMMARY

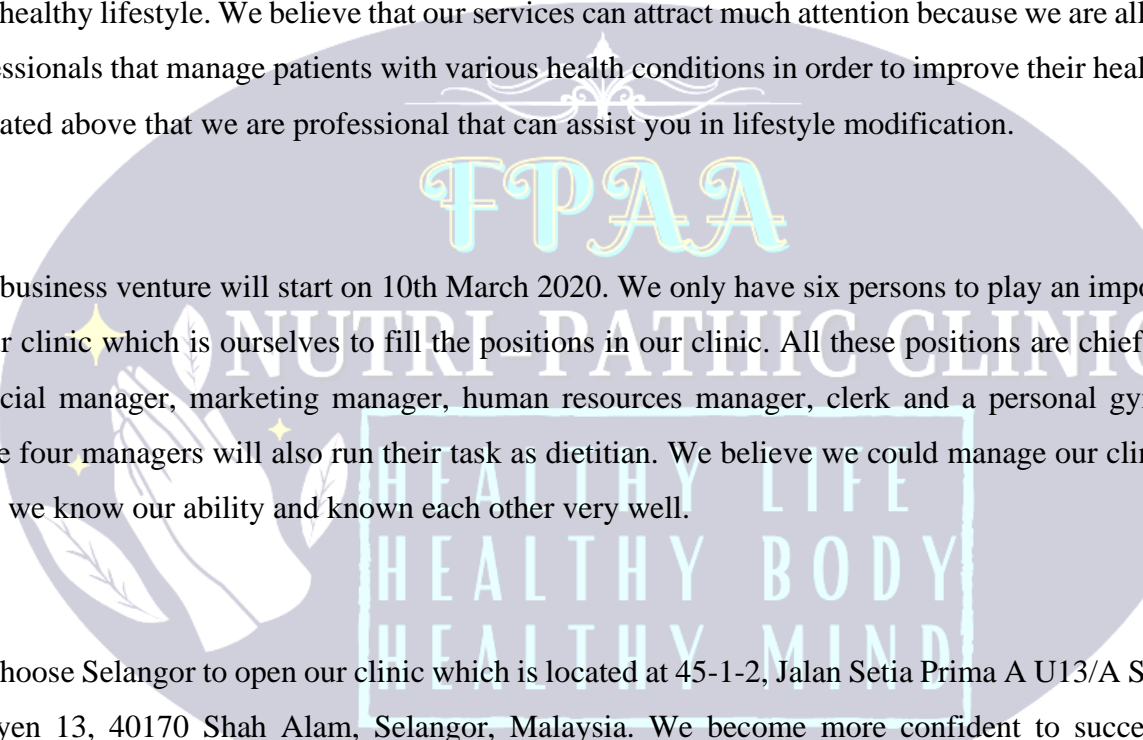

FPAA NUTRI-PATHIC CLINIC is nutrition of Malaysian located in Selangor. Basically, we are trained to provide personalized, practical advice and help for all in and out patients and the society in professional environment. Besides that, we also provide supplement and some equipment to save our client time by selling those things that obviously needed by clients. Our competent dietitian assisted in tracking patient meals, particularly those on a therapeutic diet by ensuring that nutritional therapy is performed before dieticians need dietary intervention. In addition, by getting an advice from a dietitian who will help you make the best dietary choices for a healthy lifestyle. It is understood that improvements in eating patterns and sedentary behaviors are correlated with changes in health and the population's increased prevalence of chronic diseases.

Data reveals that in 2017, one in five deaths worldwide was related to unhealthy diets in poor and rich countries, as conventional diets were replaced by burgers and soda. Besides that, there are billions of people who lack of the nutrients for their body's requirement. There is also another evidence from Professor Datuk Dr Hanafiah Harunarashid, managing director and consultant vascular surgeon, Hospital Counselor Tuanku Muhriz, University Kebangsaan Malaysia when he said smoking, lack of exercise, a diet high in saturated fat as well as age are among the key risk factors. The risk is increased by a sedentary and unhealthy lifestyle. In short, dietitian is needed to aware people with their food intake and their lifestyle.

At FPAA Nutri-Pathic Clinic, teams of Medical Officers and Consultants across various specialties are here through offering specific screening services and personalized consultation that can help you to handle possible health risks .There are several of target patients and population that we can consult which is adult patients with any of the following conditions such as overweight, obesity, diabetes (type 1 & type 2 diabetes mellitus, gestational diabetes mellitus), high cholesterol, hypertension, kidney failure, liver failure, cancer, GI disorders, neurological disorders and stroke. Second, pediatric patients with some condition. For example, picky eating, childhood obesity and small for age and failure to thrive. Next, patients on tube feeding. In this case, patient with naso-gastric tube, oro-gastric tube, percutaneous

endoscopic gastrostomy (PEG) tube, percutaneous endoscopic gastro-jejunostomy (PEG-J) tube and jejunostomy. Lastly, type of person who have nutritional concerns and much more.

Furthermore, price for our service is depend on length of consultation, type of service and resources provided. For first visit, the range of charger is between RM 20 until RM 100 and for follow up session based on patient's condition and type of service demand from clients. All these prices seem affordable for citizens because we are aiming Malaysian to be more concern with making the correct eating habits for a healthy lifestyle. We believe that our services can attract much attention because we are allied health professionals that manage patients with various health conditions in order to improve their health results. As stated above that we are professional that can assist you in lifestyle modification.



This business venture will start on 10th March 2020. We only have six persons to play an important role in our clinic which is ourselves to fill the positions in our clinic. All these positions are chief manager, financial manager, marketing manager, human resources manager, clerk and a personal gym trainer. These four managers will also run their task as dietitian. We believe we could manage our clinic wisely since we know our ability and known each other very well.

We choose Selangor to open our clinic which is located at 45-1-2, Jalan Setia Prima A U13/A Setia Alam Seksyen 13, 40170 Shah Alam, Selangor, Malaysia. We become more confident to succeed in our business because we do not have competitors near our premise and our location is strategic and easy to found. We actually have our own strength which is our location near with many facilities. In this case, we are near with gym that can be big opportunities to us because we can suggest our patient to get their services. According to all these opportunities that can become attraction for our clinic, we will succeed our business without facing many obstacles.

Equally important, for introduce our services to people, we intend to prepare interesting marketing strategy that can capture Malaysian's attention. Then by using media social such as Instagram, Facebook, Twitter and through WhatsApp to made the advertisement about our services. We also using outdoor advertisement which is banner as our initiative. Lastly, promotion strategy modes by using printed media like business card and flyers that can be given to people so they can get know better about our product. For patients that made long time agreement to guide their lifestyle, we will provide special member prices with many benefits for them so high sales can be achieved easily.

Since we start this business with our own money and we would not like to make loan from bank. All of us have same studies background which is food technologist student and further our study in dietitian program for higher level education. We all are registered dietitian with a certification and licenses. This business seems has the potential to succeed because it has its own excellent strategies to expend our business. This service also has the price that is affordable and acceptable by all the generations.

We believe that our service quality could reach target market and can penetrate the sale out there through the market share.

