



اَوْنُوْرُسِيْتِيْ بِاْتِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
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MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

AL-BIRUNI TUITION CENTRE

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

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EXECUTIVE SUMMARY

Al-Biruni Tuition Centre is our company name which provide teaching lesson and tutoring as our services. A tuition centre is maybe a common service that has been provided by any company but somehow we will try our best to deliver the best services based on the syllabus that we have, the questions for our students and hope to help students to enhance their understanding in the syllabus so that they can score in their exams well with flying colours.

Our business is in the form of sole proprietorship which consists of 5 members in total. We will run our business at Kota Samarahan and to be more specific, in Desa Ilmu and as well it will be fully operated on 1st January 2019. As mentioned above, we agreed to appoint each of the members based on their skills and speciality. We appoint Jenickson Juan as our General Manager, William Nichole as the Marketing Manager, Noraishah as the Administrative Manager, Farizah Syahirah as the Financial Manager and finally Sharifah Aishah as our Operational Manager. Each of the members has their own special duties in the company that ensure the operation in the company runs smoothly without any difficulties.

Basically, the general manager will be in charge in monitoring any activities regarding the company. He is also the one who is in charge in approving any ideas. Other than that, the administration manager is the one who is in charge in listing all the needs for the company especially for the furniture, fittings and supplies a not to forget to ensure that our services is always be given in good form and everything that involve the administration. Moreover, as for the operation manager, she is the one that need to ensure the process of flow chart is running smooth, the tutor does serve the best service so that the students can score with flying colours. As for the marketing manager, this is obviously the most crucial in this company as the responsibilities is to attract more students or parents to send their kids to our tuition centre. Last but not least, financial manager will be the one that manage all the cash flows and ensure that profit is always gain instead of loss or breakeven.

1.0 INTRODUCTION TO BUSINESS PLAN

Business plan is important because it explains about the activities, strategy, financial, operation and others that are related to the business. People that have the knowledge about entrepreneurship will easily construct new business from business plan because it has a lot of information about the business itself, which will guide the entrepreneurs in managing their business effectively.

The management team will be led by the General Manager and the other managers will help in other process. The General Manager is the one who responsible in controlling, leading, organizing as well as plan the entire business that will be establish. The Marketing Manager will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operation hour of our business is controlled and monitored by the Operation Manager and this manager also will be the one who will take notes about the equipment and other facilities that are required in Al-Biruni Tuition Centre. The Administrative Manager will be responsible in doing all jobs relating to office administratio. Finally, the Finance Manager will handle financial matters such as preparing for the budgets and financial statement for the each department. All the financial statement need to be taken care properly by our Finance Manager.

1.0.1 NAME OF COMPANY

Our company name is Al-Biruni Tuition Centre. We choose this name because Al-Biruni was a scholar and polymath who has contribute a lot in terms of knowledge. This shows people that our tuition centre can be trusted in providing a high quality of tutoring services and can help students to enhance their quality in learning.

1.0.2 NATURE OF BUSINESS

Our company is providing tutoring services for students from primary school until secondary school. We focus more on the important exams such as UPSR, PT3, and SPM. Our tuition centre provides an affordable price for the tuition fees, complete facilities and also a friendly and condusive learning environment for the students.

1.0.3 INDUSTRY PROFILE

There are so many tuition centres were established in Kota Samarahan nowadays according to the demand of the people especially for the parents who want to send their children to a tuition centre which is located near with them. Our company, Al-Biruni Tuition Centre would like to provide the best tutoring services for our students in order to produce more excellent students in the future.

1.0.4 BUSINESS LOCATION

Al-Biruni Tuition Centre is located at Desa Ilmu in Kota Samarahan. Our premise is just next to the CCK Fresh Mart. The reason we choose this particular location is the area is safe and comfortable for the students to study with less noise coming from outside. Besides, there are a lot parking spaces for the parents to park their car when they are sending and fetching their children from the tuition centre.

1.0.5 DATE OF COMMENCEMENT

Date of commencement is the date of when the business starts. For our business, we decided to start our business on the 1st January 2019. We choose to run our business on the first day of 2019 whereby the students start with their schooling on the early year as we are running our business for the first time in 2019.

1.0.6 FACTORS IN SELECTING THE PURPOSED BUSINESS

The reasons why we choose to open up this business is we found that there are not many tuition centre in Kota Samarahan area, particularly Desa Ilmu. Therefore, we decided to open a tuition centre so that we can provide the best tutoring services for our customer especially in Desa Ilmu. Besides, we also do not many competitors of the business and it is very profitable for our company. The demand for tuition centres from parents is increasing year by year so we want to fulfill the demand for tuition centres in Desa Ilmu.

1.0.7 FUTURE PROSPECT OF THE BUSINESS

In a short term, we decided to open in Kota Samarahan area because of there are a few numbers of competitor who also open a tuition centre business. We hope to compete with the other tuition centre and maximize our profit as well as provide a quality service from our tuition centre. As for our long term goal, we aim to expand our business centre in the whole of Kuching and get people to know our tuition centre.