



ACAREDEMY SDN. BHD.

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300):
BUSINESS PLAN**

PREPARED BY:

FACULTY & PROGRAMME	: APPLIED SCIENCES – DIPLOMA IN MICROBIOLOGY
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SUBMISSION DATE:

22 JANUARY 2021

ACKNOWLEDGEMENT

I would like to express my humble gratitude to my lecturer, Dr Asiah binti Ali. Without her guides and assistance this business plan might not be completed. Amidst the challenges that come with the pandemic, she still manages to teach her students and guide us in completing our assignments.

I am also grateful to be given the chance preparing a business plan, which in the beginning I had zero knowledge about. I hope that the knowledges and experiences I gained during the completion of this business plan would be beneficial for me in the future.

The faculty and the institution for providing us a learning platform and sources.

My teammates who have been striving along days and nights.

And lastly, to everyone involved, officially and unofficially. May you all be blessed.

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EXECUTIVE SUMMARY

Introduction

Acaredemy Sdn. Bhd. is built with the purpose of providing childcare and private tutoring to help busy parents. This company started its operation on 30th January 2020 and is located at Kampung Datuk Keramat, Kuala Lumpur. It is co-owned by Fathin Nur Hakimah binti Zainal and her partner, Izzati Asilah binti Md Hamami.

The company offers two main options for its clients, which are infants' package and school kids' package. These packages include the sitters to take full responsibility for the health and welfare of the children including healthy meals and hygiene when the parents are working.

Marketing

The objectives of marketing are to introduce The Acaredemy Sdn. Bhd. to the public, to promote the best and improved childcare services by The Acaredemy Sdn. Bhd., and to attract more customers into The Acaredemy Sdn. Bhd. Other than that, we target customers based on the geographic segmentation and demographic segmentation where the location of the academy and the income of its clients are considered as factors that would affect our marketing.

The Acaredemy Sdn. Bhd, follows the four (4) elements of marketing strategies: product, pricing, place, promotion. As for the product or services, we offer childcare services, private tutoring, and service differentiation. Next, we chose a strategic place to run our business which is in the city of Kuala Lumpur and offer a better price for each service than our competitors. For promotion, we advertise and promote the academy through business cards, signage and social media.

Administration

The Acaredemy Sdn. Bhd is run by a general manager, Fathin Nur Hakimah binti Zainal, an administration manager, Izzati Asilah binti Md Hamami, a marketing manager, Nurul Nadhrah binti Kamalariffin, an operational manager, Nor Suhada binti Ibrahim, and a financial manager, Nadzatul Athirah binti Mohmad Alirudin.

The general manager manages company business with responsibilities and plans a strategy to achieve the company target. Meanwhile, the administration manager acts as an advisor to the general manager and manages all administration expenses. The marketing manager takes care of business aspect of e-commerce, the operational manager ensures the operation flow works efficiently and systematic while the financial manager manages and coordinates monthly reporting, budgeting, and reforecast processes.

Service

In Acaredemy, uniqueness is the key for our successful company as our company provides flexibility of time and places for customers freely requests their desire services. Acaredemy

provides four type of packages which are Package A, Package B, Package C and Package D as each of the packages have their own specialties. These packages help customers to choose easily for their children's care and academic. It can also help customers to less worry for their children as we provide pick-up services for them after school.

Financial

For financial plans, we have planned the sale forecast goal for 3 years from 2020. Our main source of financing is from loan, cash, and existing asset. Through our financial planning, we are able to manage our cash flow of the amount of income and outcome of the company, reduce risk of losses by reduce the unexpected expenses, and achieving personal goals for the long-term business plans.

Operational

In Acaredemy, operational planning helps to focus on our services which helps to analyse the effect of its operations on profit. It also helps in analysing the company's financial position, identifies weaknesses and develops ways to increase profits. Through operational plan, we able to take actions to increase the productivity, efficiency, and profitability of the company.