



اوتپور سببتي تيكنولوگي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

**BUSINESS PLAN**



**CAT'S AVENUE**

PREPARED BY:

Faculty & Program : Faculty of Applied Sciences (AS120)

Semester : 5

Project Title : CAT'S AVENUE

Group Member(s) :

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3/2/2018

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**SUBMISSION LETTER**

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Diploma in Applied Science,  
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Lecturer of ENT300,  
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Kampus Kota Samarahan,  
Jalan Meranek 94300 Kota Samarahan,  
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Madam,


**SUBMISSION OF BUSINESS PROPOSAL**

Regarding to the above matter, I, Shahirah Binti Masdilah, the General Manager of CAT'S AVENUE and the representative of my group members to submit our business plan for your analysis, evaluation, reference and further actions.

2. This report consists of all the details, examples, and document that are related to our business plan. It also includes our business profile, organizational plan, administration plan, marketing plan, operational plan, and financial plan. Last but not least, additional information regarding our business plans.

3. We would like to express our gratitude for your valuable guidance that you gave us in order to complete this business proposal. We hope that you will find our business meet the requirements or expectation and hopefully this business plan will bring benefits to others in future. Your consideration is much appreciated.

Yours sincerely,

  
.....

(SHAHIRAH BINTI MASDILAH)

General Manager,  
CAT'S AVENUE.

## **COMPANY'S GENERAL PLAN**

### **EXECUTIVE SUMMARY**

We have plan the cat shop as to provide cat's boarding. The cat shop will be located in Batu Kawa New Township, Kuching. In addition, we decided to name the pet shop, Cat's Avenue.

There are various aims and objectives of this pet shop. The objective for Cat's Avenue is to aim the customers to always have the joy entering our shop with our friendly staff and carefree environment. Besides, to always achieve our customers hope for taking a good care of their cats. We also aim to be the best cats boarding in the city.

The Cat's Avenue target market is for cat owners who resides near Batu Kawa and Kuching town. Also, the people that own cats in their home. Besides, Cat's Avenue targeted subgroup of customers who care about their cats. These customers want the best food, shampoo, treats, health supplements and accessories.

The Cat's Avenue also sell better quality product and offer an affordable price to customers. The products sell by the shop are; cat food and cat litter sand.

With the services and products we are selling as stated above, we have confidence that we have the advantages to attract more customer to come to the store.

## **INTRODUCTION TO BUSINESS PLAN**

### **OUR MISSION**

Cat's Avenue offers superior on-site pet sitting and boarding services for cats, providing the personal loving cat care the owners themselves would provide if they were at home. Our team will ensure that cat owners can take business trips or vacations, knowing that their pet cat are in good hands.

### **THE COMPANY AND MANAGEMENT**

Cat's Avenue will be headquartered in Batu Kawa, Kuching. The company will be owned by partners. The partners are:

1. Shahirah Binti Masdilah
2. Prisheena Anak Aja
3. Audrey Biah Anak Jackson Jarau

### **OUR SERVICES**

Our clients are cat owners who choose to leave their pets at home when they travel or want their pets to have company when their owners are at work. Cat's Avenue offers a variety of pet care services, all in the pet's home environment, including:

- Daily visits
- 24-hour care for days or weeks
- Administration of medications (by qualified veterinary clinics)
- Emergency treatment in case of illness (arranged through veterinarians)
- Recycling/Garbage

### **THE MARKET**

Across Kuching the pet cat care business has seen to be an explosion of growth. Cat owners would prefer to have their cat were cared for in their own homes when they travel rather than be kennelled and some pet owner would consider having a pet sitter provide company for their cat when they were at work.