



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
BABY ZONE

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EXECUTIVE SUMMARY

Overall, we find that our Business is new concept in Sabah. It is all about how to handle kids, and give them cares. Our business provides the best services that will give benefit our client. Baby zone will provide more facilities to kids to make sure they are enjoy it. Our focus customer satisfaction, where giving the children care and protection. Besides that, our company also provide safety place for children in shopping mall. This is because nowadays the case kidnapping of children very serious. Therefore, we not just focus on our profit but we think that it can help to reduce of kidnapping among children.



1.0 Introduction

Baby Zone is new concepts we introduce to the society which is provide you a service to take care for your baby and children. It is more like nursery services in shopping mall. It is about how to handle kids with several of problems by giving them care, listen, and understand as well as providing them some facilities such as a games and kids playground. We are truly cares for kids and our main objective is to provide services to take care the children while the parents are busy shopping and most importantly is we want to protect the children. Therefore, the parents will convenience when shopping and we hope we could help reducing the number of missing of children in shopping mall due to the careless of parents during shopping.