



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى نَبِيِّنَا مُحَمَّدٍ  
UNIVERSITI  
TEKNOLOGI MARA  
MALAYSIA

## TRADISI IBUNDA CONFINEMENT SERVICES

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**Faculty** : Faculty of Business Management

**Program** : Bachelor in Human Resource Management

**Program Code** : BM243

**Course** : Principles of Entrepreneurship

**Course Code** : ENT530

**Semester** : 6

**Group Name** : NBH6A

**Group Members** : Nor Fariza Binti Basiran (2016915975)  
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Submitted to

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Submission Date: 15 December 2019

( Revised )

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## EXECUTIVE SUMMARY

One aspect of women's reproductive health care which is increasingly in demand is postnatal care services. Modern practices in postpartum care focused on the mothers getting enough rest, taking a balance diet and good hygienic care. Traditional treatment methods in Malaysian society like berurut (massage), bertungku (hot compress), berbengkung (wearing corset or girdle), bertangas (steam bath) and herbs consumption is an indigenous knowledge which is continually lost in the euphoria of using modern method.

The company created this Tradisi Ibunda Confinement Services not because it is fun, but because we understand and we know after giving birth, mothers need long rest especially for career mothers. Tradisi Ibunda Confinement Services believed that there will be huge opportunity in the long run, as this kind of services is getting familiar among the society.

In view of that, the company has decided there (3) packages that will suit various kind of budgets in order to use this confinement service. The packages are, Package Lily, Package Jasmine and Package Orchid.

## INTRODUCTION

<b>Name of the Organization</b>	TRADISI IBUNDA CONFINEMENT SERVICES
<b>Nature of Business</b>	PROVIDING POST NATAL SERVICES (CONFINEMENT)
<b>Location of Business</b>	1C, 1ST FLOOR, PETALING JAYA COMMERCIAL CITY, 46000 PETALING JAYA SELANGOR
<b>Date of Commencement</b>	2 <sup>ND</sup> JANUARY 2020
<b>Name of Bank</b>	MAYBANK
<b>Bank Account Number</b>	

## PURPOSE

To apply for a loan of RM 33,522.00 from MALAYAN BANKING BERHAD (MAYBANK)

### COMPANY PROFILE

<b>Name of the Organization</b>	TRADISI IBUNDA CONFINEMENT SERVICES
<b>Business Address</b>	1C, 1ST FLOOR, PETALING JAYA COMMERCIAL CITY, 46000 PETALING JAYA SELANGOR
<b>Correspondence Address/ website</b>	<a href="mailto:tradisi_ibunda2019@gmail.com">tradisi_ibunda2019@gmail.com</a>
<b>Telephone Number</b>	017-2334 778
<b>Form of Business</b>	PARTNERSHIP
<b>Main Activity</b>	PROVIDING POST NATAL SERVICES (CONFINEMENT)
<b>Date of Commencement</b>	2 <sup>ND</sup> JANUARY 2020
<b>Date of Registration</b>	26 <sup>TH</sup> DECEMBER 2019
<b>Name of Bank</b>	MAYBANK
<b>Bank Account Number</b>	

### Equity Contribution

NAME	%	RM
NOR FARIZA BINTI BASIRAN	40%	12,000.00
NURHAFIDA BINTI RAJMI	30%	9,000.00
NOR ZARIFAH BINTI HAZIZAN	20%	6,000.00
ROSHAZWANI BINTI ROSLAN	10%	3,000.00
<b>TOTAL</b>	<b>100%</b>	<b>30,000.00</b>