



اَوْنَبُوْرَسِيْتِي تِي كُنُوْلُوْ كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300

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Tarikh : 12 Mac 2015

KEPADA YANG BERKENAAN

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pentadbiran Awam** untuk membuat satu kertas projek bagi Kod Kursus **ENT300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

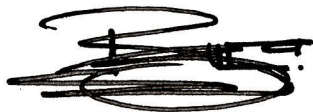
Sila hubungi Penyelia Projek, **Encik Johari Bin Abdullah** di talian **(082-677200)** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar



BAIZURA BT IBRAHIM
Pegawai Eksekutif
bp Rektor

INTRODUCTION

1.1. NAME OF THE COMPANY

Name of our company is Shaafa Nursery.

1.2. NATURE OF BUSINESS

Our business is to give baby sitter related services to our customers especially working parents.

1.3. INDUSTRY PROFILE

Shaafa Nursery is a kindergarten where it is actively owned by partnership. Shaafa Nursery will be providing the best service of nursery and baby sitter to our customer with a reasonable price. These days, majority working parents tend to send their children to the nursery and kindergarten during weekdays. With the high demand from the people, we can make our business profitable time after time.

1.4. LOCATION OF BUSINESS

Our Shaafa Nursery is located in Samarindah Kota Samarahan. We choose this location due to its strategic location and high population. Thus, it will attract working parents to send their children to our nursery.

No. 6, Lorong 2 Taman Samarindah phase 2, Jalan Dato Mohd Musa Kota Samarahan

PURPOSE OF BUSINESS PLAN

Basically, this business plan was prepared by Shaafa Nursery with certain purpose. Below are the identified main purposes of this business plan:

1. The Entrepreneurs

To understand the purpose of the business better and act as a guideline to manage the business effective and efficiently.

2. Financial institution

Assist and help the financial institution to evaluate the capability of the proposed project and provide loan for our business.

3. Supplier

Help to convince the suppliers of viability of our business venture and the benefiting both the suppliers and our company in the long term business arrangement.

4. Company employees

To help the employees to understand the company and business's goals and objectives and provide a guideline to them regarding their jobs duties and responsibilities.

5. Customers

To serve customers with efficiency and effectiveness and try our best to fulfill the desires and needs of the customers.

Introduction to Administration Plan

In a business, administration consists of the performance or management of business operations and thus the making or implementing of major decisions. Administration can be defined as the universal process of organizing people and resources efficiently so as to direct activities toward common goals and objectives. A business needs a productive and proactive management which can run the organization effectively and efficiently.

In order to accomplish the goal and objectives of the company, everyone should contribute well and responsibly to their jobs. Specifically, the shareholder must be able to identify the potential and the abilities possessed by the company which can actually boost the enthusiasm and morale of working within an organization.

The shareholders are also liable to formulate a company's policy and procedure to ensure the attainment of business mission and objective and devise workable strategies to achieve them. The position and responsibilities had been given to the shareholder according to the educational background, skill, and abilities.

We will create a comfortable environment and convenience for all those who are working with our company as well as to ensure high satisfaction among the entire valuable customer and workers.