



FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

“MOTHER CARE”

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SUBMISSION LETTER

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Submission of Business Plan

As representative of our company “Mother Care” i would like to submit our business plan for your evaluation and further action. We are extremely grateful for the motivation and support as well as guidance that you have provided for us. Your determination indirectly powered us to achieve our goals in order to fight to be one of the best.

ACKNOWLEDGEMENT

First of all we would like to thank for the al-mighty God as finally we are able to complete our assignment that has been given by our fantastic's lecturer to us. This task was given to us for us to complete and had been with all of our affords by our group members even though there are some small problem that happen between our group member. Luckily we can overcome those problems and settle down wisely to complete our task.

Besides that, we would like address our thankfulness to our entrepreneurship lecturer's, Miss Siti Farah Bt Lajim for giving her guidance to all of us. Without her guidance surely we will not finish our assignment on time. She guides us through all the process that we need to follow, sacrifice her free time to aids us through up and down during the completion of our report and supports us in order for us to come up with a good outcome for our reports.

Next we would like to give our deepest thank to our parent and family member for giving us support during the completion of our assignment. With the support from the family member we will have the will to finish up the assignment given.

Lastly we are very thankful for our peers. They give us support and the knowledge that we lack to complete the assignment given. They also motivate us during the progress of the assignments that we should accomplish and giving us a few pointers to the task at hand.

1.0 INTRODUCTION

A business plan is a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals.

Business plans may also target changes in perception and branding by the customer, client, taxpayer, or larger community. When the existing business is to assume a major change or when planning a new venture, a 3 to 5 year business plan is required, since investors will look for their annual return in that timeframe.

Business plans are “road map” for business creation. Its means “you identify your origin, select a destination, and plot the shortest distance between the two points”. In other word a business plan also known as a detailed blueprint for activities needed to establish a business for example details of product or service. Besides that, business plans also the “Yardstick” by which a business owner measures success in meeting stated goals and objectives. Last but not least business plan is a tool for obtaining a loan from lending agency, or for attracting venture capital.

We decided to name our company as MOTHER CARE which is from in partnership. Our business plan is focus on giving the best service to pregnant women. We are taken the meaning of the nature within words which bring the beauty of nature after delivered the baby. Besides, our company will strongly give long term healthy to the women. As we know, every woman likes to spend more money and time to maintain their beauty and health lifestyle. Therefore, we are here to give their dream become reality.

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