



اَوْنِفُورِيسِيْتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ETR 300

FUNDAMENTALS OF ENTREPRENEURSHIP

“HAPPY FEET”

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DIPLOMA IN BUSINESS MANAGEMENT (BM111)

PREPARED FOR

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Table of Contents

INTRODUCTION		
	Submission Letter	4-5
1.0	Acknowledgement	6
1.1	Introduction to Business	7
1.2	Business Plan & Business Purposes	8
1.3	Name of Company	9
1.4	Nature of Business	9
1.5	Industry Profile	9
1.6	Company Logo & Tagline	10
1.7	Company Background	11
1.8	Background of Partners	12-15
1.9	Partnership Agreement	16-18
1.10	Share Holder Background	19
1.11	Business Location	20-21
2.0 MARKETING PLAN		22-46
2.1	Introduction to Marketing Plan	
2.2	Marketing Objectives	
2.3	Services Descriptions	
2.4	Target Market	
2.5	Market Segmentation	
2.6	Market Size	
2.7	Competitors	
2.8	Market Share	
2.9	Sales Forecast	
2.10	Market Strategies	
2.11	Managing Market Activities	
2.12	Marketing Budget	
3.0 OPERATIONAL PLAN		47-74
3.1	Introduction to Operational Plan	
3.2	Operation's Goals & Objectives	
3.3	Operation Executive Function	
3.4	Organizational Chart	
3.5	Operation & Business Hours	
3.6	Operation Hours	
3.7	Business Hours	
3.8	Manpower Planning	
3.9	Job Descriptions	
3.10	Schedule of Remuneration	
3.11	Symbol used in Process Charts	
3.12	Flow & Activity Chart for Child Educare Services	
3.13	Operational Layout	
3.14	Business Schedule	
3.15	Capacity Planning	
3.16	Raw Materials Purchase Monthly	
3.17	Suppliers for Raw Materials	
3.18	Estimated Purchases of Raw Materials	



SUBMISSION LETTER

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Submission of Business Plan

As a representative of our company titled 'Happy Feet', 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 to us. Your determination indirectly powered us to achieve our goals in order to fight to be one of the best.



1.1 INTRODUCTION

In the making of our Business Plan, we have chosen to open up a child educare centre as it catches our eyes the most. The idea came from an overseas educare centre which is very interesting and it creates quite a big number of profits. The name of our company is Happy Feet Enterprise. This Business Plan is specially made for those who are interested in making a business related to children's development as well as creating a fun filled centre. Our business is in the form of Partnership because our four managers have the similar business interest and every one of them has the ability to start the business and has a broad knowledge of children and day care centres. Our business is located at Lot 2.18, Second Floor, The Summer Shopping Mall, Desa Ilmu, 94300, Kota Samarahan, Sarawak.

The General and Administration Manager is responsible to make a decision of the company, make sure all the managers do their work, and make a short term and a long term planning of company. The Operation Manager will control the operation of our business. The Marketing Manager is responsible in preparing the market plan that includes market targets, determined the market size, identify market competitors, and determined market shares and sales forecast. Our Financial Manager will handle all the financial such as preparing budget and financial statements for the company.



1.2 BUSINESS PLAN & BUSINESS PURPOSES

The purposes of preparing this business plan are:

- To help in starting a new business.
- To act as a guideline for the management of the proposed business.
- To apply for loans or financing facilities from relevant financial institutions.
- To evaluate the project viability and growth potential in the near future.
- To expand our business and steps to improve the business achievement.
- To allocate the business resources effectively.

The purposes of our business are:

- To introduce our business system to the market.
- To educate the children in both physically and mentally in the most creative ways possible.
- To expand our business into other parts of Malaysia and maybe someday overseas.
- To create a friendly learning atmosphere for the children and the parents as well.
- To gain profit in a healthy business.
- To create job opportunities in our business.