

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
( ENT 300 )

FELINE PARADISE

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## **1.0 EXECUTIVE SUMMARY**

We are starting our own business as partners, and all of us decided to call our business as Feline Paradise. Our main activity of business is providing service for cat grooming and followed by selling cat products. There are several departments in our business which are administrative department, operational department, marketing department and financial department. Each of us heads the department while one person acts as the General Manager, which heads all the departments in our business. We started this business with initial capital of RM 300,000.00 which contributed equally by partners (RM60,000.00 per partner) without getting loans from bank. Our office located in Alamesra, Kota Kinabalu, Sabah. There are reasons for us for choosing Alamesra as our office. One of the reason is Alamesra has not been fully developed. We took the chance before there are no chances left, to open a business in a develop area.

## 2.0 INTRODUCTION

Cat is the most adorable animal in this whole planet. It can be easily found anywhere in many countries throughout the world. Since the ancient times, cats have shown their presence in many cultural and religious beliefs especially in Egypt. It can be proven by the pyramid which looks like a cat, called as the Sphinx, was built by the Egyptian as a symbol of pride and wealth in the old times. Not just that, cat is also a symbol of guardian, which a statue of a cat was built inside the tombs of the Kings or Pharaohs, believed by the people long ago to guard the tombs. It shows that cat is highly appreciated in the Egyptian culture. In Islamic perspective, cat is one of creatures that Allah created to be loved by the mankind. Even the prophet Muhammad himself loves cat.

What happens today is totally different from the past. Cat seems to be losing its importance and been neglected by the mankind. We are not saying that we should build Sphinx to show that cat is important to the people. It is enough that people aware that cat should be treated well by the people. This is our main objective or purpose for starting this business; to spread awareness among the people starting from an area, to city and state and then to other higher level if possible.