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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT (BM111)

FUNDAMENTAL OF ENTREPRENUERSHIP (ENT 300)



BAMBINI ZONE

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1.7 SUBMISSION LETTER

Diploma in Business Studies,
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7th June 2014

Miss Siti Farah Binti Lajim,
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SARAWAK.

Miss,

R.E: SUBMISSION OF BUSINESS PLAN REPORT

With the mentioned title above, we had completed our Business Plan Report and we would like to submit it. The studies and research had been done according to the guidelines and procedures.

2. We really appreciate your kindness in guiding and advising us throughout this process of completing the report. Therefore, we would like to say "Thank You Very Much". Without your guidance, we might not be able to be in the right track and come out with a good proposal.
3. We will certainly use the knowledge and the skills we gained from the process of making this proposal in the future. From what we have learned, we can actually start our own business.
4. We really hope that you will be satisfied with our report and wishing that it will be evaluated as fairly as possible. Your sincerest and honest condition would be very much appreciated.

1.9 EXECUTIVE SUMMARY

Founded by four partners who are always loved to shopping without distraction. The four partners are the Chief Executive Officer/Administrative Executive, Sales and Marketing Executive, Operation Executive and Financial Executive. With the inspired by shopping without distraction Bambini Zone want to help parents with children to shopping happily.

Bambini Zone offer families in Mukah the surrounding recreation area, with soft contained play structures, slides and imagination-inspiring play areas for children ages 2 to 8 years old. All equipment is safety-tested and approved; employees are trained in child safety and first aid. Parents will have special seating areas where they can watch their children play actively and safely.

We expect to increase the number of customers and gain profit. Our aim is to be one of the top ranking kids zone centre in Sarawak. We hope in the future we will have excellent records in our service and tend to open up more branches in other place.

1.11 INTRODUCTION TO BUSINESS PLAN

The business plan of Bambini Zone is proposed so that it can be taken by comprehensive manner. This business plan gives us the opportunity to access on business service in the future. The business is in from of enterprise which consists of four shareholders. All shareholders had agreed as stated in the agreement letter that mentioned about the capital, contribution, loss and profit of the business. We choose this business because it shows the equality and no one will decimated as the profit or losses are equality divided as stated ratio and the financial manager will announce whether the business will gain how much profit or losses by the end of the year sales. In a nut shell, the partnership is an excellent option for us to take part in because the shareholders will always sharing the ideas and knowledge in order to gain profit and achieve high productive from time to time.

1.12 NAME OF THE COMPANY

The name of our company is Bambini Zone. The word “Bambini” is from the Italian which means “child” or “kids”. We choose this name due to the concept of the playground. “Bambini Zone” as visualizes children being happy and having a great time in our business centre. The idea of this name comes from hyperactive kids and the parent that want to do shopping happily without distraction from their children.

