



اَوْبُوْرَسْمِيْتِي تَيْكُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**  
**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**  
**(ENT300)**



**BUSINESS PROPOSAL**

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**DATE OF SUBMISSION**  
**27 September 2012**

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## ACKNOWLEDGEMENT

First of all, we would like to thank and to express our greatest gratitude to Allah SWT, by giving us the strength and knowledge in order to accomplish this task. The special thank goes to my helpful lecturer for this subject (ETR 300), Abang Sulaiman b Abg Hj Naim. Advises and guides that he gave truly help the progression and smoothness in completing this business plan. The co-operation is much indeed appreciated. Thank you for your references and notes on helping us to accomplish our project. And also thanks for the teaching of basic entrepreneurship to us in the class.

This business plan was completed with full cooperation between group members and ideas of high spirit cooperation. They are:

1. Nur Liyana Binti Bakarudin as the Manager
2. Nurhidayatul Amira Binti Zahari as the Head of Administration
3. Farah Aida Binti Ismady as the Head of Marketing
4. Siti Maryam Binti Ismail as the Head of Operation
5. Rabiatul Ain Binti Md Said as the Head of Financial

Not forget, great appreciation for the rest of staffs that involved for helping us providing valuable and all the information needed. We would also like to thanks for those who had been involved throughout the completion of this proposal, either directly or indirectly.

Last but not lease, we would like to show our appreciation to our families and our friends for guiding, helping and supporting us during needy times in completing this business plan. The whole cooperation and efforts between partners really brought us together in cooperating with partners and respect of each other. We hope that this business plan will give the benefit to all of us and also could encourage the students to involve in business in the future.

Thank you,

Faithfully,

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(NUR LIYANA BT BAKARUDIN)

Manager

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## Summary Overview

Taska Excel Kids is the name that has been decided on the form of all the partnerships. Each partner has contributes certain amount of capital as agreed in our agreement. Our main business activity is childcare. We will open our business at No.4, Lorong Unigarden 7B, Taman Unigarden, 94300, Kota Samarahan, Sarawak and hopefully will open by 1st January 2013.

All partners are encourage and entitled to participate in all business management. We have agreed that Nur Liyana Binti Bakarudin as the Manager, Nurhidayatul Amira Binti Zahari as the Head of Administration, Siti Maryam Bini Ismail as the Head of Operational, Farah Aida Binti Ismady as the Head of Marketing and Rabiatal Ain Binti Md Said as the Head of Financial.

The management team will be lead by the Manager and the other heads will help in other process. The manager is responsible in controlling, leading, organizing as well as plan the entire business. The Head of Administrative will responsible in doing for all jobs relating to office administration. The Head of Marketing will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operation of our business is controlled and monitored by the Head of Operation. This is where quality control and productivity will take place in order to improve the efficiency of the workers. Finally, the Head of Financial will handle financial matters such as preparing for the budgets and financial statement for the each department. All the financial statement need to be taken care properly by our Head of Financial.

According to Jabatan Kebajikan Masyarakat, Taska or Childcare Centre is defined as any premises which looking after or taking care of four (4) children or more of the age below four years old with wages. Taska or Childcare Centre is not primarily functioning as a pre-school institution, but more to look after and equip the children with basic life and environmental knowledge as match with their brain, mind and physical abilities of their age.

## NAME OF THE COMPANY

The partners are all agreed to name off the organization as Taska Excel Kids. Taska Excel Kids brings the definition of excellent. The mark after the name word refers to the way the name should be pronounce, which is to be spoke out with the tone of happy and with honest. The Kids means children.

Basically, Taska Excel Kids is functioning as the place where the kids would learn how to get their daily life progress, such as the mannered way to eat, how to get the shoelace done and many more activities that they should know in their age. Instead of teaching them how to read and count, the Centre sees the matters that often overlooked,by most of parents which they are usually wish that their children could master the alphabet and numbers in the earliest age, but they forget to educate their children about the life and moral values.