



UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**



(AVENIR KIDS NURSERY)

BUSINESS PROPOSAL

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Summary Overview

Avenir Kids Nursery is the name that we have choose to represent our business on the form of partnerships. Each partner has contribute a certain amount to build up this business. Our main business activity is a childcare centre. This business is specifically build up for UiTM staffs and Salcra staffs but also opened to other society in Kota Samarahan. Our business location is at No. 2, Lorong A, Taman Palm Villa, Jalan Palm Villa, 94300 Kota Samarahan, Sarawak.

All partners are entitled to participate in all business management where we have agreed that Fifie Nurhafieza as the Manager, Syarifah Syazwana as the Head of Marketing, Mimi Zulaikha as the Head of Operational, Eryka Robert as Head of Administration and Norli Susanti as the Head of Financial.

The organization will be lead by the Manager and the other head's will help in other process. The manager is responsible in controlling, leading, organizing as well as plan of 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 the quality control and productivity will take place in order to improve the efficiency of the workers. Finally, the Head of Financial will be handle financial matters such as preparing for the budgets and financial statement for the each department. All of the financial statement need to be taken care properly by our Head of Financial.

NAME OF THE BUSINESS

Avenir Kids Nursery was the name that all of the partners agreed for our organization. Avenir Kids Nursery brings the definition of future. Our nursery not only providing a safe place to take care of your children but also a place where we teach a basic knowledge before they step forward to their school session for a bright future. The Kids mean childrens.

Essentially, Avenir Kids Nursery using English as our language mediation and 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, learn the basic alphabet, and numbers that they should know and practice in the earliest age.

INTRODUCTION

The word "MARKETING" derives from the word "MARKET" which means the place or location where buyers' energy and goods are sold. However, when it comes to an entrepreneur's field, it will be a seller. Marketing will go to sell the company's products using different methods, creativities and alternatives. It includes the process of planning, pricing, distribution, allocation and promotion. Marketing also is defined as the activities that are carried out systematically to encourage and increase sales of products or services as long as the activities are in line with religious and ethnic practices.

Our premise gives services to the customers. We first focus on customer's satisfaction then the profit. A systematic marketing effort can help to sustain, attract, motivate and increase the purchases of services offered.