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FACULTY OF PLANTATION AND AGROTECHNOLOGY  
DIPLOMA IN PLANTATION INDUSTRY MANAGEMENT

ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
BORNEO MATERNITY CARE

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## APPRECIATION

Assalamualaikum Madam Nurafizah binti Syed Annuar,  
Lecturer of Entrepreneurship

First of all, we want to express our gratefulness to Allah S.W.T for his permission to allow us to complete this proposal. Even though we have lot of effort, but if He forbids the completion of our assignment, we would not able to complete this business plan.

Next, lot of thanks to our lecturer of Fundamentals of Entrepreneur Madam Sharifah Nurafizah binti Syed Annuar besides always remind what the next step to do, asking our progress, she also gives all the information and guidelines towards the completion of this business plan.

Other than that, this completion of business plan would not possible without the encouraged and motivate from our parents especially in monetary support to make a research, to print the necessary document and the import one make our business plan in hard bond.

Before forget, we want to said thanks to friend and classmate involve toward this completion where always stay by our side until this assignment really complete

Last but not least, our thankful to the people who may helped us in any ways towards the completion of the business plan, either be directly or indirectly. It may be small but for us your contribution has helped as to complete this assignment.

We are completing our business plan. We hope this would be a first step in our future business a successful entrepreneur in the future.

So, we are looking forward that this business can be success and we wish it may give thorough information to those who are interested in this industry.

Thank you

Yours sincerely,

NASYIDAN RUSLAN

GENERAL MANAGER OF BORNEO MATERNITY CARE



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## **Executive Summary**

The Borneo Maternity Care is our company that provides service to customer. The concept of business is to give care during confinement to mother and their babies. For example we give the confinement practice which is Malay traditional practices aimed at helping new mother recover from the rigours of pregnancy, labour and birth. We provide an abdomen massage and tummy bind with special postnatal corset and many more. The nature of our business is partnership.

Our base office and business located at Kampung Minyak, Kudat. We expect to start up our business on 13 May 2015. With collaboration from Nursery Exotix Matahari, Pembekal Mama Ayah and Sunti Dara Company we have an opportunity to start a business regarding to care during confinement using traditional herbs.

The future prospects of our business are people around Sabah and the same time aiming the one Malaysia. This is because based on the Birth Statistic by Kementerian Kesihatan Malaysia, the number of birth high. The demands for care confinement are also high. We also see women with professional carrier as a huge opportunity for our business.

We expect our sales will increase on second and third year at 5% and 7% respectively.