



Fundamental of Entrepreneurship

BUSINESS PLAN

Prepared for Ms. Nur Jihan



TABLE OF CONTENTS

Executive Summary

Introduction

- Business Background
- Company Background
- Partners Background
- Reasons for Starting Business
- Purpose of Business Plan
- Business Location
- Partnership Letter

Administration Plan

- Vision & Mission
- Objectives
- Logo Description
- Business Address
- Location Plan
- Building
- Organizational Chart
- Administration Personnel Schedule
- Remuneration Schedule

Marketing Plan

- Marketing Objective
- Clinic Services Description
- Café Products Description
- Target Market
- Market Segmentation
- Market Size
- Sales Forecast
- Competitors Analysis
- Market Share
- Marketing Personnel Schedule
- Marketing Remuneration Schedule
- Marketing Budget
- Marketing Mix
- Product/Service Strategy
- Price Strategy
- Café Price Strategy
- Clinic Price Strategy
- Place Strategy
- Promotion Strategy



CONT.

Operational Plan

- Operation Objective
- Process Planning
- Operation Layout
- Production Planning
- Material Planning
- Machine & Equipment Planning
- Machine & Equipment Suppliers
- Location
- Business & Operation Hours
- Operation Personnel Schedule
- Operation Remuneration Schedule
- Permits & Licenses
- Operation Budget

Financial Plan

- Financial Objective
- Operational Budget
- Project Implementation Cost & Source of Finance
- Loan Amortization Schedule
- Depreciation Schedule
- Loan & Hire-Purchase Amortization Schedule
- Pro Forma Cash Flow
- Pro Forma Income Statement
- Proforma Balance Sheet
- Financial Performance
- Graph Financial Performance

Business Model Canvas

Summary

Appendices

- Graham Clinic Logo, Molar Café Logo, Building, Banner, Business Card, Flyers, Menu, Loyalty Card, Website & Social Media
- SOSCO Registration Form
- KWSP Registration Form
- Company Registration License (SSM)



EXECUTIVE SUMMARY

GerahaMolar company is a company that combined two different industries under one company. Geraham Clinic and Molar Café are located at Tamarind Square, Cyberjaya. Given the huge inflow of population in these locations, we think Cyberjaya and Sepang have the potential to develop into burgeoning metropolises that would be advantageous for our business as a healthcare and food & beverages (f&b) franchise. "Providing dental care and assisting a healthy lifestyle to people of all ages and bringing together two industries which are healthcare and f&b under one roof" is our company mission.

Our company wants to be the best dental healthcare with a healthy café. Our café interior is designed with a dentistry-related theme that could attract people of all ages. We have one CEO and four managers that are experts in their fields such as marketing, finance, human resources, and operation. All of these managers are important for our company to run and operate smoothly.

The reasons why we come up with this company are because we want to differ from our competitors that only focused on one specialty which is either dental clinic or café. So, we come up with the idea to establish one company that focused on two different things. We offer various services in our dental clinic such as braces and scaling. For our Molar Café, we focused on making desserts and drinks from healthy sources such as cinnamon, fruits, and matcha. We use high-quality products for both our café and clinic to satisfy our customers' needs.

In GerahaMolar company, we have five partners in total. Every partner agreed to give RM 60,000.00 as our capital to start this company, for which we have RM 300,000.00 in total. We also take loans and hire-purchase as our financial resources to buy machines and equipment, materials, furniture, and so on.



BUSINESS BACKGROUND

Our partnership began in 2019 when we graduated with MBA at UiTM and envisioned starting our own company together. We began by searching for sponsorship to raise funds to realize our franchise in both the healthcare and culinary business, which was our primary objective. To better understand the market, we conducted a survey in the community of Cyberjaya and Sepang to gather opinions on dental healthcare and to identify our competitors and potential business locations. The survey results revealed a profitable and strategic opportunity in both Cyberjaya and Sepang, which we aimed to capitalize on by improving the community's dental healthcare and establishing a fusion business through our Geraham Clinic and Molar Café openings.

We believe that Cyberjaya and Sepang have the potential to become an up-and-coming metropolitan cities, which would benefit our company as a healthcare franchise due to the high inflow of residents in these areas. The strategic location of our business near the capital city of Kuala Lumpur also made it easier for our suppliers to send us the necessary materials. After selecting our business location, we contacted contractors and interior designers to discuss our plans for the floor plan and café concept, which we decided to have a dentistry-related theme. We also established a contract with a local hospital to initiate a relationship with local healthcare businesses, allowing us to purchase necessary surgical equipment and imaging machines. We also reached out to dentists and dental hygienists to discuss the potential for collaboration and partnership.

