



UNIVERSITI TEKNOLOGI MARA (UiTM)
SABAH

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
SERVICES : DE' LOVE CARE CENTRE

PREPARED BY

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ACKNOWLEDGEMENT

In the name of GOD,

As a representative of "De'LOVE CARE CENTRE" would like to say thank you to everybody, especially to all my partners, which is struggling together with me to finish this paper work.

We also would like to express our deepest gratitude and heartfelt appreciation to Madam Sharifah Nurafizah binti syed Annuar for her continuous support and guidance in completing this assignment. It would not be easy without you.

We also owe acknowledgment to our family for their in no matter what we do. They also help us a lot of such as providing us with necessary financial to make this assignment a success project

1.0 EXECUTIVE SUMMARY

The name of our company is De'Love Care Centre. We want to help especially special person in order they can survive in community. Indirectly, we can promote the importance of having a skill and knowledge for the future times. Our business premise is located at Lot 1, Ground floor, Blok Alamesra, Jalan Sulaman Kota Kinabalu. This location was chosen because of their high market potential which is very close to our potential customer. This location is very suitable.

De'Love Care Centre operation hours will start from 8 a.m until 5 p.m every day. Our forms of business entities are partnership. Our partnership consists of six people who contributed an amount of RM50, 000 and each of us is the shareholder in this company, and also involved in the project management. The members of the shareholders are:

- Clstica Muin(General Manager)
- Marcella Asim(Administration Manager)
- David Matias (Marketing Manager)
- Jupain Gagau (Operation Manager)
- Mike Jaimis (Financial Manager)
- Blone George(Asisstant of Financial Manager)

2.0 INTRODUCTION

2.1 Name of the company

The name of our company is De'Love Care Centre business is based on partnership which includes 6 persons who have certain qualification in business management and wide knowledge about special person services. We have chosen to open 'De'Love Care Centre' which help special person.

De'Love Care Centre (DLCC) provides skill and knowledge for special person. Through this courses DLCC will help a special person to compete with the normal people in order to find jobs in the futures. Besides, it is also to help special person to live in their community and promote independently living. DLCC is the purposes to get financing because it will bring profit to our company. And at the same time, our DLCC help special person to earn income

2.2 Nature of business

Nature of De'Love Care Centre as a business is services. The process of this services that meet a customer's expectations or specifications. The services method that DLCC used in order to enhance and boost special person to become useful and meaningful person in future.

2.3 Location of the company

Lot , Ground floor , Blok Alamesra ,Jalan Sulaman, 88400 Kota Kinabalu Sabah.

2.4 Date of company commencement

Still in progress, expected on june 2015

2.6 Purposes in selecting the proposed business plan

This business plan was prepared by for the purpose of :

- 1) As a guideline in managing the business or the proposed venture.
- 2) To determine whether this business able to compete in the market that full with established competitor.
- 3) To grab the business opportunities in the local market as well as to promote Malaysian awareness about importance of special person to community.
- 4) To exposed and encourage the numbers of Bumiputera involvement as an entrepreneur for being involved in this business.
- 5) To fulfill the requirements of the ENT300 subject.