



اَوْنِيُورَسِيْتِي تِيكْنُولُوجِي مَارَا

UNIVERSITI TEKNOLOGI MARA

Heavenly Cat
Your Cat. Our Priority.



HEAVENLY CAT

ENT 300 Business Plan

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People across Malaysia have decided to use our services when they want to fulfil their satisfaction on their cats, for example to have our packages on services to their cats or to make over their cat through different style. Heavenly Cat has increased the opportunity to provide the best quality and services to cats and do some activities regarding to their cats, despite their variety of breeds. This has shown that Heavenly Cat has the excellence to be one of the most successful products and services to cats in Malaysia.

We, Heavenly Cat, see the opportunity that this business has the potential to be successful. The people who loves cat always need to take care of their cat but do not have the time for it, so our services will do the job for them. We provide a package with variety of services for their cats. And also fun activities such as photo booth contest, and theme park. Heavenly Cat sees this as a way to prosper in this market, by taking advantage of all of loving cats' need.

Executive summary

Introduction

Heavenly Cat is cat service and product located in Asia City, Lorong Singgah Mata 5, 88000, Kota Kinabalu that allows all people to send their cats in one location to have their cats cared and loved. Heavenly Cat accepts appointments as well as walk-ins. They also sell retail cat products. Such as, Cat food, apparel, meds and more.

While there are a few services like Heavenly Cat, Heavenly cat will excel their customer service because they will focused on the wants and needs of their customers. Through unheralded customer attention, Heavenly Cat will slowly but surely gain market share as it focuses more on caring and love towards the cats, as well as creating long-term relationships with their owners. Lastly Heavenly Cat location will allow it to attract a lot of walk in traffic.

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Purpose

This business plan is prepared because to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so that Heavenly Cat will get the financing needs in order to start the business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank.

Heavenly Cat has asked from Maybank for a loan up to RM 50,000 so that it can build itself in this business. The other RM 100,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 12,500 each.

The financing will be used to purchase a start-up asset like cat equipment, furniture and fittings, store front and artwork, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. Heavenly Cat has all the ingredients to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

Heavenly Cat will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. Heavenly Cat is completely confident that it will be able to pay the loan back including the interest payment in the loan given.

Marketing Plan

Service Description

Services

Heavenly Cat Shop provides service for the entire cat. This includes Treatment, nail trim and ear cleaning, sanitary trim, bath, cat food, sand, shampoo, brush, nail clippers, fleas' treatment, theme park, photo booth, training and grooming. Waiting room for customer is provided while their cat was in servicing, Heavenly Cat will include provide Wi-Fi, television, tea and coffee for customer in waiting room. Service is offered on a walk-in basis or by appointment. Heavenly Cat will emphasize a customer-centric service where the customer's needs are always the priority.

Service Descriptions

The following is an overview of our main services by category:

- 1) Treatment – This is the main service that we offered here. There are levels of treatment we have provide with professional to meet the customers' budget and expectation, such as massage and basic health checking for their cat.
- 2) Cat food – we provided Whiskers, Friskies and Good diet for customer for their cat, we also considered to sale in packet for food, once open the packet considered sold means we also provide for sell in cat food product .
- 3) Sand – The sand we are provided two types of sand, which is the crystal and the common sand.
- 4) Shampoo, brush, nail clippers – we provide to sell in this product.
- 5) Fleas treatment- this will be on customer information and review card for injection, this will provide also meet the price of our shop provided, injection will be available for every 6 month.