

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

LOVE CARE CENTER & BAG KEEPING

PREPARED BY:

AMY NOR EMELIA BTE TAIP	(2005721178)
NOORFADILAH BTE BUHERA	(2005175813)
NORHANIZA NAIMIN	(2005721121)
RAMLAH BTE BAKIR	(2005765597)
VELLIANY KARATIM	(2005514271)

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1.0 EXECUTIVE SUMMARY

1.1 Introduction

Nowadays, we can see the need for the children care center increase due to the busy working parent. We take the opportunity by getting involved in the children care center because we confidence there is available target market. We named our business as Love Care Center & Bag Keeping that we expected to start early January next year.

Our services offering in taking care of children 2 years old to 12 years old and for monthly and hourly care. Children can enjoy and also learn at the same time in our care center. Besides, different from other care center, we also provided bag keeping to our customer. Not only for the parent but also anyone that need.

We choose 1Borneo Hypermall because it is strategic location because surround by resident such as Alam Mesra, Kingfisher, UMS and many more. Besides, 1Borneo is the largest and new hypermall that attracted customer around Sabah. There is no doubt that our target market is available.

Hopefully our business will get positive feedback, well known and also trusted by the customer. We also wish to expand our business.