

MARA UNIVERSITY OF TECHNOLOGY
CAMPUS KOTA KINABALU

FUNDAMENTALS OF ENTREPRENEURSHIP
(300)

GOLDEN CARE PHARMACY SDN. BHD.

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DATE OF SUBMISSION
09 APRIL 2007

ACKNOWLEDGEMENT

We would like to express our thanks to the people who have helped us finished this ETR 300 project. Firstly, we would like to thanks to God's because give us a good health especially t our body until we finished our business plan without any problem.

Next, we would like to express our thanks to Prof. Madya Mat Yasin Jamil and Miss. Patricia Natin who is our ETR 300 lecturer. Both of them had given a lot of idea and information for us to finish our business plan. Moreover, thanks a lot also to Madam Jasmine David for guides and support us in this business plan project.

We also would like to give a big thanks to the owner of Daily Care Pharmacy, Mr. Andrew Tay because give us a lot of information about how to open a pharmacy. In additional, we also like to thanks to Dewan Bandaraya Kota Kinabalu (DBKK), Kumpulan Wang Simpanan Pekerja (KWSP), Lembaga Hasil Dalam Negeri (LHDN), PERKESO, Pertama Kinabalu Holdings Sdn.Bhd. and Jabatan Farmasi Kota Kinabalu for their time to make our business plan project success.

Lastly, we would like to thanks to all our classmates, who give support and guides in this project, and to others people which involve direct and indirect during finished this business plan project.

Thank you for your cooperation,
Golden Care Pharmacy Sdn. Bhd.

SALINAN FOTO TIDAK DIMENARKAN

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1.0 INTRODUCTION

Health is considered as an important thing in everybody's life. Realize the significance of the fact, we aim to establish a company based on medical trading named "Golden Care Pharmacy Sdn. Bhd.". The nature of our business is based on retailing medical supply and health product that we will obtain from the supplier or wholesaler and sell it to the target customers.

Our proposed company will be located at Kingfisher Plaza. The location is chosen based on its strategic position nearby the residential area. Our business will be start on January 2009 which means 21 months from the date of this business plan is written. This is because, we need more time to establish this new company and explore more information about this pharmaceutical industry to ensure its success in market demand.

The objective of this business plan is to extract the business potential of venturing into the retail pharmaceutical industry. From our overview of the retail pharmaceutical industry in Kota Kinabalu, we assume that this business has very high potential future prospect in pharmaceutical industry.