

MARA UNIVERSITY OF TECHNOLOGY

ETR 300

FUNDAMENTALS OF ENTREPRENEURSHIP

TYPE OF BUSINESS:

CHILDRENS NURSERY

NAME OF BUSINESS:

HANSEL & GRETEL KIDDIES HEAVEN

GROUP MEMBERS:

CHERLYNE POISOL

NORSHAYATUL HANI YANI

NURHAFIZZA BTE JUTAR

OLIVIA MAUSI

WAN SHAZATUL IJAZATI WAN MOHD. FAISAL

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0.1 INTRODUCTION

The name of our business is Hansel & Gretel Kiddies Heaven. We provide a day and night care centre for children from ages 6 months to 5 years old. Our child care centre provides a day care centre for children aged 3 to 5 years old and gives lessons such as alphabets, reading and music. Day care service is also given to babies from 6 to 12 months old and to toddlers aged 1 year old to 2 years old. Toddlers are given basic education with learning materials such as play boxes, alphabet mats and cubes. We also provide night time service where parents can leave their babies, toddlers and children at our centre for a maximum of 3 nights in a row.

For day care service, our capacity is 40 children including 30 children, 5 toddlers and 5 babies. For night care service, our capacity is 25 children including 12 children, 8 toddlers and 5 babies.

Our nursery is located at Damai, Likas which is about 10 minutes from Kota Kinabalu. We will be renting a double-storey terrace house and with the owner's and Dewan Bandaraya Kota Kinabalu's permission, we will renovate and expand the house structure to accommodate our nursery. We will commence our business on January 2007.

Factors influencing us in choosing this business include the fact that parents nowadays require both day and night care centre as their work schedules become more pressuring. This also means that parents work outstation more often nowadays and need a place to place their child or children overnight if they cannot find a suitable babysitter. This will profit us because the cost of sending a child to a centre is very high.

This business has a good potential because we have chosen a strategic location in Damai where it is surrounded by housing areas, shopping blocks and Sabah Medical Centre. It is also surrounded by various schools including S.M Tsung Tsin and S.M Shan Tao.