



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

LITTLE ANGEL ENTERPRISE

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1. INTRODUCTION/EXECUTIVE SUMMARY

The name of our company is Little Angel Enterprise. Our business is based on partnership consist of 3 persons which have a wide knowledge on business management and really enthusiast in venturing the business world. We have chosen to open up a baby store which sells or retailed baby productssuch as baby's strollers, diapers, crib, wipes, cloths, bath items, and bottle feeding items.

We have decided to rent a vacant room atLevel 2, MegalongDonggongon New Township, Penampang as our store location. Our operationhour will be on Monday to Friday from 09.00 am to 09.00 pm and we will also operate on Saturday but only half day which is from 09.00 am to 05.00 pm.Sunday will be the manager's official off-day meanwhile other employees will have their off-day based on shifts.

Apart from that, we have realized that there are several competitors surround our business area that offered almost the same products but as compare to them, we are offering delivery serviceespecially for our online customer and we have also offered a membership card to be applied that bring lots of benefits especially for our loyal customer. Instead of that, we will also ensure a good customer service to our respected customer by implementing our knowledge on customer service since our academic background is tourism management which is well-known with customer-oriented industry.

Therefore, that is the reason why we choose to open-up this kind of business because even though we are offering almost the same type of products but we will implement some unique characteristic in our business. In addition, we are believed that our business has huge potential to be among the great retailers of baby products and for future prospect of our business, of course we want to see our company's name in line with those international retailers of baby's products and might be become the supplier of this product.

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2. BUSINESS PLAN PURPOSES

This business plan is basically prepared for several purposes. The purposes are as follow:

- i. As a blueprint for us to run and expand our business
- ii. To get financial loan from the bankers or other related financial institutions (about RM50, 000).The financial loan will be utilized for the company's business-open up cost such as renovation, rent, product cost and etc. We will pay back the financial loan from the bank monthly based on the monthly negotiated payment amount. Ex: RM600 monthly. Another alternative of financial source is from our own bank accounts (savings) that we will invest in this business.
- iii. To allocate business resources effectively
- iv. To expose and encourage 'Bumiputera', specifically in Sabah, to venture the entrepreneurship world
- v. To fulfill the requirement of ENT300 subject

3. BUSINESS OR COMPANY BACKGROUND

BUSINESS BACKGROUND

NAME OF THE BUSINESS : LITTLE ANGEL ENTERPRISE
BUSINESS ADDRESS : LEVEL 2, MEGALONG DONGGONGON NEW TOWNSHIP, PENAMPANG, 89500

CORRESPONDENCE ADDRESS : LITTLEANGELENT@YAHOO.CO.UK OR LEVEL 2, MEGALONG DONGGONGON NEW TOWNSHIP, PENAMPANG, 89500

CONTACT NUMBER : 014-5545383 (GENERAL MANAGER)
FORM OF BUSINESS : PARTNERSHIP
MAIN ACTIVITY(S) : BABY-ORIENTED PRODUCTS RETAILER
DATE OF COMMENCEMENT : IN PROGRESS
EMAIL : LITTLEANGELENT@YAHOO.CO.UK
FACEBOOK : [LITTLEANGELENT@FACEBOOK.COM](https://www.facebook.com/LITTLEANGELENT@FACEBOOK.COM)

DATE OF REGISTRATION : IN PROGRESS
REGISTRATION NUMBER : IN PROGRESS
NAME OF BANK : BANK ISLAM MALAYSIA BERHAD
BANK ACCOUNT NUMBER : IN PROGRESS
CAPITAL : RM 80, 000
CAPITAL DISTRIBUTOR : EACH OF THE BUSINESS PARTNERS CONTRIBUTE RM 10,000.00 AND ESTIMATING RM 50,000 LOAN FROM BANK ISLAM MALAYSIA BERHAD