



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

CATZONIA

BUSINESS PLAN (BP)

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COURSE: FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

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EXECUTIVE SUMMARY

1) SERVICES BEING OFFERED:



FAMILY MEMBERSHIP BENEFITS

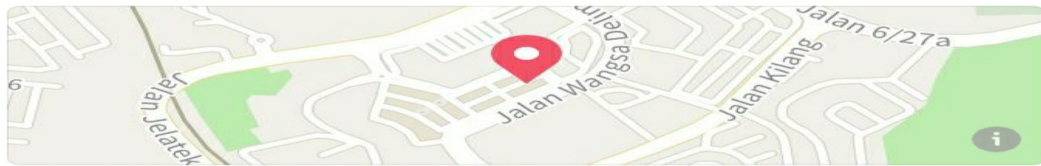
- 5% Off Every Purchased Service
- 50% Off First 2 Basic Grooming
- Earn & Redeem Points With Our Redeemable Services
- Birthday Offer: Free Grooming Package Upgrade (Worth up to RM98) (Valid for 6 months)



SILVER MEMBERSHIP BENEFITS

- Welcoming Treats
- FREE 4 Basic Grooming
- FREE Daycare During Grooming
- 50% OFF Boarding During Grooming
- 10% OFF Every Purchased Service
- Birthday offer : VIC grooming package for RM40 (Worth up RM118)

2) MARKET POTENTIAL/TARGET MARKET



 **9 Jalan Wangsa Delima 13,
Wangsa Maju, 53300 Kuala
Lumpur, Malaysia**

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Catzonia have been choose to opened up the business for cat hotel in city area at Kuala Lumpur. City area is market potential for Catzonia grown up the business because population of people is high and strategic places.

Strategic places here because city area is the place for many people like to shopping, walking, eat for dinner and lunch, hang out with family or friends and so on. For that many people can see Catzonia of cat hotel was opened and they can try for Catzonia services especially for people have their own cat.

City area is also strategic places for more people want to grown up their business from down but the services need to more good so that customers will appreciate and satisfied with this service. After that, when Catzonia get high response from customers from other city area, so that Catzonia have a good chance to forward the business at other areas.



Next, cat hotel of Catzonia is for people have a problem with their cat. For example, many people at city area will going back to their village for celebration, wedding and more than that. This is the first problem that all people hear because their village to far and cat owner cannot adopt with a new place and the cat will aggressive and scare.

Another problem is like people at area city will going travel for work or vacation and so on, from that people that have cat cannot leave their cat alone at home without observation, care, love and giving food.

Besides, when people have a problem with their cat for grooming because of their cat scare with water and start act an aggressive, staff of Catzonia can handle it because staff will training for handle many cat before start working. This is not have grooming but also have another service that offered like spa. Catzonia is the place for solving the problem of many customer that have a cat.

3) COMPETITIVE ADVANTAGES



Celebrity Katz Boutique

Catzonia have many competitor with other cat hotel in Kuala Lumpur because of market potential. All business of cat hotel have own their different competitive advantages.

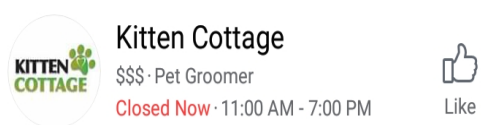
Services for Catzonia that will make a different or unique for grooming such as Aromatic Bath Salt is packing with minerals and nutrients it was more benefits for cat. About that, is the unique ingredients that use for cat to more calm. Other cat hotel maybe use unique service too but with different ingredient that they use or maybe just use normal services is that normal cat soap and cat shampoo.

Every cat hotel have different prices of services and different offer for customers. For Catzonia that have two package is Family Membership and Silver Membership for those people always send their cat. At two packages that Catzonia have offered for customer, every packages have different services such as free grooming, birthday offer with worth up of prices and so on.

Then, other cat hotel such as Setapak Cats House have different services compared to Catzonia. Setapak Cats House have veterinarian when all cat of customer have sick. So that all customer that leave their cat does not to worry about health of their cat. This services that includes with package that they offer and different prices for services in the packages.

Different with Kitten Cottage have a good services and cheaper price that they have offered with following an important date such as Independence Day. For example, for that day Kitten Cottage have offer cheaper prices of services and selling a food cat. Kitten Cottage create this idea because of many people can take a vacation, shopping or anything else with that date.

Selebrity Katz Boutique is the most important service is good service to customers and the cats for this cat hotel was target. For all cat hotel will more focus services to customers first and care for cats. Every cat hotel have different training to handle this service.



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