



**UNIVERSITI TEKNOLOGI MARA
SARAWAK**

**ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN
BAE-BEE STORE**

**Prepared for:
MISS NORAINI SA'AIT**

Prepared by:

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LETTER OF SUBMISSION

Bae-Bee Store,
The Summer Mall,
Taman Desa Ilmu,
Jalan Dato Mohd Musa,
94300 Samarahan,
Sarawak.

Miss Noraini Sa'ait
Lecturer of ENT300 (Entrepreneurship)
UiTM Kota Samarahan,
Jalan Meranek, Kota Samarahan,
Sarawak.

24 FEBRUARY 2014

Miss,

RE: SUBMISSION OF BUSINESS PLAN

I, Nur Afifah Nadzirah Binti Adnan, the General Manager of Bae-Bee Store, hereby represent our group business project, would like to submit our business proposal for the purpose of evaluation and further action for improvement.

2. It is hoped that with your knowledge and experience, our group can improve our presentation more appropriately. All the details and information about our business plan have been provided together with this letter.

Your guidance and support is highly appreciated.

Thank you,



(Nur Afifah Nadzirah Binti Adnan)
General Manager of Bae-Bee Store

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ACKNOWLEDGMENT

We thank God for giving us the strength to prepare of our business proposal. Without God's blessing and consent, we would not be able to finish this project. We also want to take this opportunity to thank everyone that helped us in making this proposal. They have shared their knowledge and provide useful information to improve our proposal especially Miss Noraini Sa'ait, our lecturer of Fundamentals of Entrepreneurship (ENT300). A special acknowledgment to the members of the group who have sacrifices their time and energy and giving full commitment within the period of making this proposal. It has been a beneficial and exciting experience to work with each of them. As to our beloved family, we thank their unconditional support and understanding from the start until the end of finishing this project. To our friends who have shared their ideas, we will never forget their kindness. Without their help, it would have been difficult for us to complete our proposal within the time given. Finally, we pray may God will repay their kindness.

EXECUTIVE SUMMARY

We have decided to form a partnership company with 4 shareholders. Each of the shareholders have been given specific job and task based on their experiences, knowledge and skills such as General Manager, Administrative Manager, Marketing Manager, Operational Manager, and Financial Manager. Each of our members is an expert in their own areas. As a company that based on both product and service, each department have its own role and responsibilities in order to expand our business and achieve our company's goal. As the head of the company, General Manager must possess the ability to control the company and set up the vision and mission of the company. Administration manager is important to encourage and increase sales revenue. As for Operational Manager, it is their duty to monitor company activities to ensure the business meet the customers' expectations. Financial plan is the most crucial aspect to improve company financial performance which was handled by the Financial Manager.

We chose to open a baby store and stop-by nursery as our business because we strongly believed that the parents in the area need a wider choice of baby products and at the same time they can sign their children in our stop-by nursery if they need go somewhere else for a while. Our proposal is prepared mainly to help us manage our company as well as our business and to achieve our company goals. Other than that, this proposal is used to gain trust from the bank to approve our business loan so that we can operate our business as planned. Our office is located at

our business location and our target market is babies and children at the age of 11 years old and below, within the area of Kota Samarahan. We estimate that the demand for our service is RM 500, 000 annually. To compete with other competitors, our marketing manager focuses on pricing strategies and service quality. Lastly, we are looking forward to expand our business because we want to ensure everything that we require for our business to compete with bigger competitors is being set up and planned properly in order to increase our market share.

PURPOSE OF BUSINESS PLAN

The main purpose of this business plan is for the reference of several parties or group:

1. The Entrepreneurs

To attract more Bumiputra to involve in this market and act as a guideline to improve their business skill involving children nursery business.

2. Financial Institutions

To realized the capability of the proposed project and provide loan for the business.

3. Workers

Describe to the workers about the business's goal and give a guideline to them regarding their duties as staff of Bae-Bee Store.

4. Customers

To persuade and influence our potential customers to choose our business and feel confidence with the service provided.