



**UNIVERSITI TEKNOLOGI MARA SARAWAK
DIPLOMA IN PUBLIC ADMINISTRATION**

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)**

**“WYNAS DAYCARE CENTRE”
BUSINESS PROPOSAL**

PREPARED BY:

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**PREPARED FOR:
MR. SAPAWI BIN JAMAIN**

**DATE OF SUBMISSION:
10 April 2007**

LETTER OF TRANSMITTAL

Wynas Day Care Centre.
No. 1, Lorong Setia Raja 4, Stutong Avenue,
Tabuan Jaya, 93350 Kuching,
Sarawak

Mr. Sapawi Jamain,
ETR 300 Lecturer,
UiTM Samarahan Campus,
94300 Kota Samarahan, Sarawak.

Sir,

Re: Submission of Business Proposal.

I, Winnie Tiong Maurice, as the General Manager of Wynas Day Care Centre and also on behalf of my team members, would like to submit our Business Plan for your review.

2. It is hoped that the enclosed Business Plan can strengthen the base for our financial backing and support besides presenting our idea in a more proper manner. Detailed information related to the business can be found in the Business Plan.

3. We would be grateful if you wish us to present our Business Plan for your better understanding. All your attention and support towards our Business Plan is greatly appreciated.

Thank you.

Yours truly,



(WINNIE TIONG MAURICE)

General Manager Of Wynas Day Care Centre.

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GENERAL MANAGER

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EXECUTIVE SUMMARY

To be successful in the world of business, one must dare to venture and take risks. Our group decided to venture into the business world as a service provider, which is to set up a nursery.

As more and more parents are working, the demands for someone to take care of their children are increasingly high too. Now, there are many cases of children trafficking, being abused or kidnapped and the list goes on, by their nannies or babysitters. This has caused parents to search for other alternatives and that is by sending their children to a nursery. There are many nurseries due to parents' demands. So, to make this business a real success, all aspects of running the business are necessary and they are administration, marketing, operational and financial which are the backbone of the company.

The administration is responsible on all aspects of office planning, manpower planning and to draw up the administrative budget. The administration is also required to set up goals and strategies into making the realization of the company.

It is the duty of the marketing section to plan and execute the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individuals and the organizational objectives. All of those items are carefully analyzed in order to gain more profit.

Under operational, proper planning and management of the company's operation is to ensure that it is able to produce a quality service as demanded by customers effectively and efficiently.

The financial section is responsible for the organizational capital, the trading, profit and loss, the balance sheet and the cash flow of the company.

Finally, it is with sincere hope that these guidelines act as an assistant into accepting our business plan.

ORGANIZATION INTRODUCTION

Wynas Day-Care Centre is a place where children below 4 years old are sent for an early education while baby-sitting them while their parents went out for work.

Proper child-care and early childhood education is essential for a child for a new beginning of a new world. This we can no longer ignore. A good foundation must be laid at an early age to enable the children to develop in a proper manner. We certainly want to give the best for the children by providing an affordable price. Due to this, the Department of Social Welfare formulated an Act to monitor and facilitate the best possible services for the children's interests. The aim of this Act is to protect the interest and safety of the children against any form of abuse.

Before parents send their children to any nursery, they must ensure that the nursery fulfills the requirements stipulated in the Act by the Department of Social Welfare.

First, the size of the premise must be in consistent with the number of children and they must follow the standard stipulated by the Welfare and Social Department, which is 3.5 cm square per child. This is to ensure that there is spacious room and comfort of the children, so that they manage to adopt knowledge effectively.

Secondly, the child minder must be qualified, experienced and trained in educating and attending to the children's needs and wants. We try not to emphasize more on the academic qualification of a child minder, but it is acceptable that she is committed, loving caring and especially patient towards the children, as they tend to get really stubborn and mischievous at times. Nevertheless, the child minder will be given constant training on the basics of childcare.

Thirdly, an appropriate food menu and daily activities are according to the different ages of children. It will be suitable for the children. This schedule is visible to all on the children centre notice board as well as the certification for operation. In terms of food, there are going to be nutritious food such as green veggies and fruits.