



UNIVERSITI TEKNOLOGI MARA  
KOTA SAMARAHAN, SARAWAK

ENT300 FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

HAPPY DAY KIDS NURSERY

AM1104E

PREPARED BY

**MOHAMMAD NAZRIN BIN MUSAINI** 2012265604

**HADRI BIN YUSUF** 2012621464

**CYRUS SANGGAI** 2012807772

**JANET USUNG** 2012628008

**JEAN CLOUDE** 2012688052

PREPARED FOR

MISS NORAINI SA'AIT

## **LETTER OF SUBMISSION**

Happy Day Kids Nursery

No. 79, Lorong Desa Ilmu 22D, Taman Desa Ilmu.

94300, Kota Samarahan.

Sarawak.

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Miss Noraini Sa'ait

Lecturer of ENT 300 (Entrepreneurship)

UiTM Kota Samarahan,

Jalan Maranek, Kota Samarahan,

Sarawak.

16 MARCH 2014

Miss,

### **RE: SUBMISSION OF BUSINESS PLAN**

I, Mohammad Nazrin Bin Muzaini as the General Manager of Happy Day Kids Nursery, hereby represent my 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,



(Mohammad Nazrin Bin Musaini)

General Manager of Happy Day Kids Nursery

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## EXECUTIVE SUMMARY

We have made decision to form a partnership company with 5 shareholders. Each of the shareholders been given specific job based on their experiences, knowledge and skill such as General Manager, Administrative Manager, Marketing Manager, Operational Manager, and Financial Manager. Each of our members is very professional in their own areas.

As a company that based on service, each department have its own role and responsibilities in order to expand our business and achieve company's goal. As a head of the company, General Manager must possess the ability to control the company and set up vision and mission of the company. Administration manager main function is activities of planning, organizing, leading and controlling. Marketing 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 children nursery as our business because we strongly believed that many parents require their children to be taken care of, especially while they are out at work and of course, due to its high potential in the market itself.

Our proposal is prepared mainly to help us to manage our company as well as our business and to achieve our company goals. Other than that, this proposal is use 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 age 1 to 11 years, within Kota Samarahan and Desa Ilmu specifically. We estimate that the demand for our service is RM528, 000 annually. To compete with other competitors, our marketing manager focuses on pricing strategies and service quality.

Lastly, we are looking forward to expanding our business because we want to ensure everything that we require for our business to compete with more huge competitor is being set up and planned properly in order to increase our market share.

## **Introduction to Administration Plan**

In a business, administration consists of the performance or management of business operations and thus the making or implementing of major decisions. Administration can be defined as the universal process of organizing people and resources efficiently so as to direct activities toward common goals and objectives. A business needs a productive and proactive management which can run the organization effectively and efficiently.

In order to accomplish the goal and objectives of the company, everyone should contribute well and responsibly to their jobs. Specifically, the shareholder must be able to identify the potential and the abilities possessed by the company which can actually boost the enthusiasm and morale of working within an organization.

The shareholders are also liable to formulate a company's policy and procedure to ensure the attainment of business mission and objective and devise workable strategies to achieve them. The position and responsibilities had been given to the shareholder according to the educational background, skill, and abilities.

We will create a comfortable environment and convenience for all those who are working with our company as well as to ensure high satisfaction among the entire valuable customer and workers.