



(ENT 300)

FUNDAMENTAL OF ENTREPRENEURSHIP

PURR-FECT GROOMING



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Nature of Business : The partners listed above hereby agree that there shall be considered partners in business for the following purposes :

- This business plan is prepared for the purpose of obtaining working capital loan from Maybank for the amount ranging of RM 20 000 to RM 100 000
- The nature of the business is doing grooming for cats. We believe that nowadays people are so busy with their career and daily life and will not have time to clean their cats. Therefore, it is our job to groom cats with our loving touch to make them happy. Our service will include cats' skin checking, showering, fur trimming, teeth brushing and nail clipping. What makes us different from other grooming service is we also offer home delivery service where we will provide transportation service to pick up and delivery service from their home. In that way, it will be convenient to those who have transportation problems. Additional charge will be charged on those who wish to use our transportation service

2. Name : The partnership shall be conducted under the name of PURR-FECT GROOMING and business is located at Ground Floor, 1-2b Sego Centre, Petrajaya, 93050, Kuching Sarawak.

3. Day to day operation : The partners should provide their full time services and best efforts on behalf of the partnership. No partner shall receive a salary for services rendered to the partnership. Each partner shall have equal rights to manage and control the partnership and its business. Should there be differences shall be made by unanimous vote. It is understood that the partners may elect one of the partners to conduct the day-to-day business of the partnership; however, no partner shall be able to bind the partnership by act or contract to any liability exceeding RM 100,000 without the prior written consent of each partner.

Introduction

Purr-fect cat grooming is a partnership business form consists of 4 shareholders with our own skills, knowledge and experience. All of the shareholders had agreed as stated in the agreement letter that the amount of capital, profit and loss will be divided as stated. Partnership business is a good way to start our business in grooming service, since all of us have variety and different experience and skills that will able us to manage our business in creative and innovative way.

We believe with our years of experience, we are confident with our skills and knowledge to open up a service for cats.

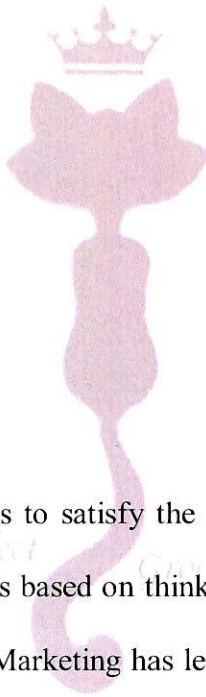
Name of the company

We had a discussion and all agreed to name our business as PURR-FECT GROOMING. The reason why we named it because the word purr symbolized cats which is very suitable for our nature of business. We had combine the word “purr” with “perfect” as we want to groom cats with perfection.

Nature of business

Our main activity is focusing on grooming cats with a loving and professional care. Besides grooming, we also offer boarding service where owner will drop off their cats to our boarding area for certain period of time and its our responsibility to provide shelter, food and loving care for the cats.

All of us have shared the same interest on cats where we want to do something that we are passionate about when doing business. We believe that nowadays people are so busy with their career and daily life and will not have time to clean their cats. Therefore, it is our job to groom cats with our loving touch to make them happy.



Introduction

The main focus of marketing is to satisfy the needs, wants and to give world class treatment to our customer. Marketing is based on thinking about the business in terms of the customer needs and their satisfaction. Marketing has less to do with getting customers to pay for the product or service as it does developing a demand for that product and fulfilling the customer's needs. Moreover, marketing is getting the right product or service in the right quantity, to the right place, at the right time and making profit in the process.

Marketing Objectives

1. To have a healthy competition with the other competitors in the market
2. To ensure our customers get world class service

Based on these elements, we have identified all sorts of information regarding the market that we are operating. We have done quite a number of research and observation to ensure that all the information we obtained is legit and accurate. As a result of this market analysis we have reached a final decision on the above elements.

Target Market

Target market defined as the group of customers with the needs and wants that can be satisfied by the business through the supply of goods and services. It is important for us to identify our target market as it will influence our business profit. Apart from that, we are enable to focus on the population that we can satisfy their needs and wants through our service.

The target market of our business is mainly focusing on the cat lovers around Bandaraya Kuching Utara without any age limit. As we are aware that cat lovers come from various background and even age. However, we are also targeting the high income people since it's a trend to own a rare breed and imported cats. Those cats are very pricey and they can reach thousands of Malaysian Ringgit. Most of the breed are long fur kind of cat and need constant grooming to keep their aesthetic values. The table below illustrates our target market segmented to a particular group of people, demographic and geographic.

TARGET MARKET	DEMOGRAPHIC SEGMENTATION	PSYCHOGRAPHIC SEGMENTATION	GEOGRAPHIC SEGMENTATION
Working adult	Female and male Age: 20-60 years old	Cat lover	Live and work at Samariang Area and Bandaraya Kuching