



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا  
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# EXECUTIVE SUMMARY

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Intelligent Tuition Center is a partnership aimed to provide the customers with teaching service. There are four members of this company partnership which consist of Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The major objectives of our company are to ensure good quality of teaching service and to ensure reasonable price for the best teaching service.

Intelligent Tuition Center is more focused on the satisfaction of the customers. In that case, we make sure that our services that we provide satisfy the customer where we make sure that they absorb the knowledge we teach effectively. We also guide our customers on how to study effectively so that they can apply these skills for future use.

In order to makes our business run and progress smoothly every shareholders play their part in making this business successful. Every team members are responsible to do their work according to their expertise which will enable their task to works better. It is important for every member does their work in progress and systematically to lead the company in gaining more profit, retain and attract more customers to our tuition center.

After gone through many stages of research and analysis, we find out that Batu Kawa area has a great potential to be explore. It is strategic places for us to set up our tuition center there because that particular area will be an opportunity for us since there are four main secondary school which are SMK Batu Kawa, SMK Jalan Arang, SMK Green Road and SMS Sunny Hill. There are also a lot of housing estates where they may tend to enjoy our services anytime they want because we are located near to them.

# BUSINESS PLAN

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## 1. INTRODUCTION

### 1.1 Introduction.

Intelligent Tuition Centre is an enterprise of partnership which consists of five members. We had chosen this kind of business because it shows the equality and no one will discriminate as the profits and losses are equally divided in the end of the accounting period. Thus, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve productivity.

### 1.2 Name of business

We have decided to name our business as "INTELLIGENT TUITION CENTER". All the business partners agree to use this name because producing intelligent student is our main priority.

### 1.3 Nature of business

Our business is to teach, guide and educate SPM candidates. We focus on the main subject like additional mathematic, chemistry, physic and biology.

#### **1.4 Company vision and mission**

- a) Vision : To be the finest and effective tuition center in Kuching, Sarawak.
- b) Mission :
  - i) To provide quality knowledge to the students.
  - ii) To provide the best teaching service.
  - iii) Fulfill student's needs.

#### **1.5 Company objective**

The company's objectives are:

- i) Ensure good quality of teaching service
- ii) Ensure reasonable price for better service

#### **1.6 Date of business**

We intended to start our business and its grand opening is on **24<sup>th</sup> April 2015**. By this time, we already prepared and all set to start our business and start operating right after we have the approval to begin our business. We believe that this is the best time to initiate our operation because we are all set up and organized.

#### **1.7 Factor in selecting proposed business**

- i) High demand in tuition service for SPM candidates
- ii) Have a high market potential for tuition service



## 2. PURPOSE OF PREPARING A BUSINESS PLAN

(A) Give opportunity to entrepreneur to evaluate their business either in term of objectives, theory or practical.

- Through the preparation of the business proposal, the entrepreneurs can plan their business performance effectively and clearly together with more accurate information. This will make the business planning done with more practical and properly.

(B) To obtain loan from financial institution

- To set up one business, the most important aspect to consider is the financial resources.

(C) As a guidelines for managing the business

- The Business Plan can also be used as a guideline for managing the proposed venture. In preparing the Business Plan, the entrepreneur has thought out and laid down the plans and strategies for running the venture. When the venture becomes a reality, the plans and strategies outlined in the Business Plan will be an important benchmark to help the entrepreneur gauge his progress.

(D) To allocate business resources effectively

- Normally, small businesses have limited resources at their disposal. Hence, these resources need to be allocated effectively so as to avoid unnecessary wastage and to ensure optimum return on investment. The Business Plan can help with the planning, distribution and monitoring of these resources.

(E) To make research on the potential of the business that will be set up