



MARA UNIVERSITY OF TECHNOLOGY
FACULTY OF ADMINISTRATIVE SCIENCE AND
POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

STEPPING STONE NURSERY

EN. ABANG YUSUF B ABANG SPAWI

LECTURE
ETR 300

JOHAN FELANI BIN MOHD. (2003315438)
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APRIL 2006

LETTER OF TRANSMITTAL

Stepping Stone Nursery,
Lot 23,
Medan University,
94300 Kota Samarahan.
Sarawak.

Mr. Abang Yusuf Abang Spawi,
ETR 300 Lecturer,
UiTM Samarahan,
94300 Kota Samarahan,
Sarawak.

Sir,

Re: Handout of Business Plan

As stated above, I, Johan Felani bin Muhammad, as the General Manager of Stepping Stone Nursery and also the representative for my fellow team members, would like to submit our Business Plan to you for your reviewing.

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 way. Any information related to the business can be found in the Business Plan that we included together with this letter.

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

Thank You.

Yours sincerely,



(JOHAN FELANI BIN MUHAMMAD)
General Manager of Stepping Stone Nursery

EXECUTIVE SUMMARY

After doing various researches on the business opportunity available in Samarahan, our group decided to specify our business in selling our services. Our group has come up with the business plan of partnership whereby our organization's name will be known as Stepping Stone Nursery.

To make this business a real success, all aspects including the four major of business establishment such as administration, marketing, operation, and finance are seriously taken into consideration and we identify them as the backbone of our business.

The administration component will tell us about the administration budget that will include the chart of the organization, job description, remuneration table, and so on. But most of all, our goals and strategies which tell us more about the organization will be included in this part of the study.

The marketing and the operation components are carefully analyzed in order to gain maximum profit and it is essential as these are the factors that determine the percentage of profit and the allocation of market share in selling services which eventually affects both operations and marketing. Besides that, they also show the organization's strategies of promotion and the operation process. Further details will be shown in the marketing and operation plan.

The last component which is finance will tell us about the organization capital, trading profit and their balance sheet as well the organization's cash flow. Besides that, it shows the organization profit and loss account.

Thus, we sincerely hope that these guideline which was given to us will help us to correct our mistakes and that our Business Plan will be accepted.

INTRODUCTION

Stepping Stone Nursery is a place where children below four years old are sent for teaching and baby-sitting while their parents at work.

Proper childcare and intense teaching is a child's essential that we can no longer ignore. We certainly want to give the best for our children at the most affordable price without any compromise. Due to this, the Department of Social Welfare formulated an act to monitor and facilitate the best possible services for the children interest. The aim of this Act is to protect the interest and safety of the children against any form of abuse.

Thus, before parents send their children to any nursery, they must ensure that the nursery fulfills all the criteria required.

First, the size of the premise chosen must be 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 the size of premise is suitable and comfortable for the children as they can adopt valuable knowledge more efficiently.

Second, the child minder must be qualified, experienced and trained in educate children. A child minder must have attended the basic children care course, which is approved by the Department of Social Welfare.

Third, an appropriate menu and daily activities according to the different age of group must be well provided and suitable for each of them. This schedule should be visible to all on the childcare centre notice board. The certificate of registration for operation should also be displayed.

Fourth is to provide appropriate facilities for the children. There should be proper and appropriate equipment that is safe and well maintained.

And the last, the premise of nursery must fulfill the requirement of the Local Authorities such as observe the health guidelines as set out by the Health Department and also fire safety rule as stipulated by the Fire and Rescue Department whereby a nursery must have a fire extinguisher, First Aid Kit and evacuation plan in case of fire.

PURPOSES OF BUSINESS PLAN

Due to the fact that it is our first organization therefore it is only imperative and appropriate for us to create a guideline with the purpose of help us in understanding the nature and working component of our own company.

Aside from that, through the Business Plan that we prepared, it is hoped that we can gain valuable insight to how well prepare are we against competitors in the market.

1. To allow the entrepreneur to view and evaluate the proposed business venture in objective, critical and practical manner.
2. To analyze and evaluate the viability of a proposed venture.
3. To convince relevant parties of the investment potential of the project.
4. As a guideline for managing the business.
5. To allocate business resources effectively.