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FUNDAMENTAL OF ENTREPRENEURSHIP

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BUSINESS PLAN REPORT

BIOTECH MED CARE SDN.BHD

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## EXECUTIVE SUMMARY

In one business or an organization , one of the most important thing is management . This is all about how a business setting up a proper plan either by making a good decision to find a good place to start their business or having a strategic place to start their business .so that their business run as well .

“BioTech Med Care SDN.BHD” is a company that wanted to help their customer for having a healthy lifestyle . Instead of having a business , this company wants to minimise their customer daily consumption on medical equipment and also gain maximum profits by weekly customers spend . We also want this company’s stockholder become the most well known stocks that make high profits amount with high liquidity of products so that monthly profits target is achievable . Hopefully our customer satisfied with our business because we provide the best products in the market .

In addition to achieve company’s objectives , we had planned the target market . This company is located in between Kuching and Kota Samarahan . We chose this strategic place to start our company is just to ease the employee and the customer to come to our company . This is a good plan because customers from Kuching or Kota Samarahan can come whenever they want .

Next , the important section of this company is administration . Most of the employee were graduated engineers and graduated doctors . So , the top management of this company will be lead by a doctor and engineer . These management line will come out with ideas how to manage the company so that the company will run smoothly .

The important thing of BioTech Med Care SDN.BHD is all about the cost . Eventhough this business top management consist of graduated doctor and engineer , it does not mean that this business will run without having a large capital . The estimated amount to run this business is about RM 800,000 .

The target of this company in the first three years of sales is about RM100,000 . Our company will try the best for their customer satisfaction so that our company is become their first choice when choosing medical products . When gaining more profits , we will try to make another branch of company in the future . Hopefully that we can have a lot of customers in the futures and this company will grow up even slowly .

## **INTRODUCTION**

Business is part of how human gain their money and experience . When making a business decision , it is part of how you manage your money and how you cope with all the risk . All members in the company tried their best to keep maintaining the business but somewhere and somehow , some mistakes make them lose self motivation to keep working well .

In one company , we should have an efficient and complete method of management in an administration of business . All the members involve must have brilliant ideas to make strategic strategy of management . We must care all about the efficiency of the management to ensure the objective of the company is achievable .

There are many types of aspect that me must considere when running a business which is financial , marketing production and productivity . All these aspects consist a complete term of management which is planning ,leading , oraganizing and controlling . These aspects really help us to achieve our objectives and make our business running well .

Administration must have vision and mission to be set so the management can follow the vision and mission as their guideline while making their works . The administration also include allocation of resources to avoid wasteful instead of developing more profits depends on the requirement of department .

In administration , the process of achieving objectives and goals needs cooperation between every departments . All the departments needs to ensure their basic needs in their department . So , the company will will look more attractively to the customer .

Other than that , it must provide better services for the employee . For instance , high allowance given to the employee , free hostels and many more so they employee will feel appreciated .

Administration department really determine the effective way for their company .This will make the company run more effectively with more efficiency .

Administration must make sure that they organize their organization in a good condition because it can affect the relation among our organization; customer and can encourage people to cooperate and join our organization.

## 1.2 PURPOSE OF BUSINESS PLAN

A business plan has two primary purposes. First, and foremost, it should be used to help run your company with a more cohesive vision. It is your roadmap. By truly analyzing your plan for marketing, sales, manufacturing and website design, you will greatly improve your chances for success.

The second purpose of a business plan tends to be the reason most clients request plan advice from SCORE. That is, a financial institution or other lender will not invest in your company unless you can demonstrate that you have a roadmap to success. Banks want to mitigate their risk of default and private investors, such as Angel's, want a realistic forecast for when they will be reaping a return on their capital.

A business plan is used to help manage an organisation by stating ambitions, how they will be achieved, and exactly when. The plan will also help summarise what the business is about, why it exists, and where it will get to.

The Business Plan is used as a guideline for managing the proposed business venture . This is because :

1. To allow the entrepreneur to view and evaluate the proposed business venture in an 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