



اَوْنِبُوْرَسِيْتِي تِي كُوْلُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

BUSINESS PLAN: BULUS BLANKET

PREPARED FOR:

SIR ZAIM MOHD SALLEH

No.	NAME OF GROUP MEMBER	MATRIC ID
1.	NURAINA AMIRA BINTI KAMARUDDIN	2017735335
2.	ATIKAH FAIZAH BINTI MOHD MARZUKI	2017503995
3.	NURZARIFA SYAZNI BINTI MOHD AZMI	2017158887
4.	LIDIYA IWANA BINTI SHABARUDDIN	2017110727
5.	NUR 'AZIERA BINTI AHMAD RAFAI'I	2017576103

EXECUTIVE SUMMARY

- **Description of the business and service concepts**

First of all, our business provides a services for all over Malaysian to promote the healthy well-being of cats at the centre of Bangi Central. This business is based on partnership where it consists of five members which holds important positions in the company as General Manager, Administration Executive, Marketing Executive, Operational Executive and Financial Executive. Bulus Blanket is a company which focuses on cat grooming services. Bulus Blanket established with the core objective to show how clean and friendly cats can be in the right environment with the right diet and to get more cats good homes. We also provide quality drinks and snacks, and be an educational resource for our communities on how to take a good care of cats. We accomplish this by communicating on best practices and providing cozy atmospheres for our cats and customers. Our mission is to provide innovative, high-quality, consistent, value-for-money, friendly health care that will make your pet want to come back again and again. We will expect that our business will become more developed in the near future because with the new innovation in our services, the demand will increase in not only during any occasion but when people is facing stressful hectic life. This will give more advantages for us to make our product more profitable and stable in the long run.

- **The target market and projections**

Target market for our business usually for all type of citizen such as Kids, Adults and Senior Citizen. The fees also are different based on the age. For Kids, the fees only RM 5 (below 12 years old). For Adults, the fees only RM 10. For Senior Citizen, the fees only RM 5 (60 years and above). The projections for our business Bulus Blanket.

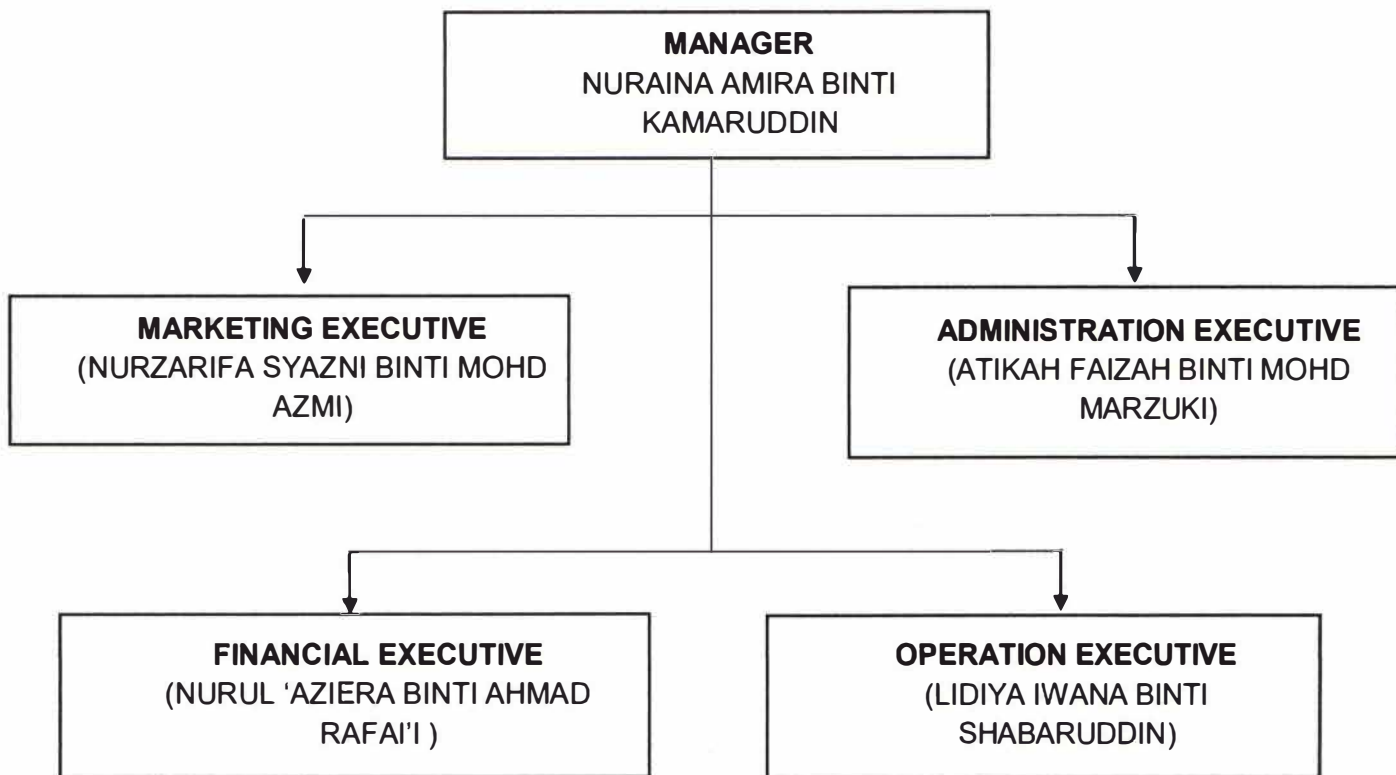
- **The competitive advantages**

Bulus Blanket have ability to produce a good or service more efficiently than other competitors which leads to greater profit margin, so we can create a competitive advantage. As we can see, rational consumer will choose the cheaper of any two perfect substitutes offered. For example, a customer pay for cat's bath for only RM 65, but at other places they offered RM 75 which is the price is a bit expensive than our service. It gives us more advantage from other competitor since customer will choose Bulus Blanket.

- **The profitability**

Bulus Blanket got amount to be used to open business 100% from amount of equity invested to support our financial. Basically, the profit of the partnership shall be divided equally between the partners and the net losses shall be borne equally by them. A separate income account shall be maintained for each partner. Partnership profits and losses shall be charged or credited to the separate income account of each partner. If a partner has no credit balance in their income account, losses shall be charged to their capital account. The partners will distribute profit according to capital distribution. Any losses will be liable among partner equally according Partnership Act 1961.

o **The management team**



This above figure show the organization chart of the Bulus Blanket. The manager of our company Bulus Blanket is Nuraina Amira Binti Kamaruddin. Then under manager have a marketing executive who held by Nurzarifa Syazni Binti Mohd Azmi. While administration executive held by Atikah Faizah Binti Mohd Marzuki. Next for financial executive held by Nurul Aziera Binti Ahmad Rafai'i. And lastly is operation executive held by Lidiya Iwana Binti Shabaruddin.

1. COMPANY PROFILE

Name of the business	: Bulus Blanket
Business address	: No 7, Seksyen 14, Hulu Langar 43650, Selangor
E-mail address	: bulusblanket@gmail.com
Telephone number	: 03-28918291
Main activity	: Service

2. ENVIRONMENTAL INDUSTRY ANALYSIS

Bulus Blanket focus on dual income, travelling professional families with hectic schedules. Those trying to strike a balance between the demands of their careers, personal lives, and their pets. Our most important group of customers are those who do not have as much time as they desire to invest in their pets and willing to seek additional help regardless the costs. Bulus Blanket are not waiting for customers to come to us. Instead, we focus on the specific market segments whose needs match our offering. Focusing on targeted segments is the key to our future. Therefore, our focus and marketing message will be the services offered. We will develop message, communicate it, and fulfil our commitments to excellent