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IM110

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

THE ROYAL PET'S SPA

**NO. 1, TABUAN TRANQUILITY COMMERCIAL CENTRE, JALAN CANNA, 93350,
KUCHING SARAWAK**

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“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar



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EXECUTIVE SUMMARY

The name of our company is The Royal Pet's Spa. Our business is in the form of enterprise which consist of five members. Each partner contributes certain amount of capital as agreed in the partnership agreement. The main business activity is providing services for pets and also care product for pets especially cat and dog.

All of the member are certified in Sarawak Society For Prevention Of Cruelty To Animals (SSPCA) for almost 3 years. Moreover, there are no sleeping partners and all are entitled to participate in the business management. We have reached an agreement to entitle that Ayu Shafinaz Binti Azmi Sabni will act as our general manager, Norziela Binti Morshidi as the administrative manager, Norazeera Syuhada Binti Rambli as the financial manager, Siti Nur Atma Binti Mahli as the operational manager and Abdul Hafiz Bin Khalid as the marketing manager. The selection of the General Manager is based upon the consensus among the partners and is selected based on experience, skills, ability and the amount of the share in the company.

The management will be headed by the General Manager and assisted by the other managers. The general manager is responsible for planning, leading, controlling and organizing the business. The administrative manager is responsible for all administrative jobs such as planning, arranging remuneration schedule of salaries and wages. The operational manager is responsible for the operation and will supervise and coordinate the operation of the business. The financial manager will have to deal with the financial matters such as preparing the budget and financial statement, the expenses of each department and controlling the money flow of the organization.

Lastly, the marketing manager will be responsible to create marketing plan, identifying customer's needs and demands, identifying competitors, the target market and the market size and forecasting the future markets.

INTRODUCTION TO BUSINESS PLAN

A business plan usually is a formal statement of a set of business goals. The business plan sets out how the owners of the business intend to realize its objectives. It may also contain background information about the organization or team attempting to reach those goals. It is written document that serve a blueprint and guide for a proposed business project that one intends to undertake. Business plan indicates business activities needed in establishing and running the proposed business, for example details of product or service, the market for the product or services and management of the business providing that service.

Besides that, business plan also provides the platform for a business owner to measure the success in meeting stated goals and objectives. As we venturing in providing service business which is provide services to cats and dogs such as grooming, day care, therapeutic services for dog and cat. We feel that is need for providing services to cats and dogs since the number of competitors of pet's spa still small and market is wide. This business plan will serve us in a way that we will be able to measure and to plan our profitability in the next few years.

Lastly but not least, this business plan is also an idle tool for obtaining loan lending agency or for attracting capital, allow those institutions to review the background and details of the business for loan approval and investment decision.

