



MARA UNIVERSITY OF TECHNOLOGY

**FACULTY OF ADMINISTRATIVE SCIENCE AND
POLICY STUDIES**

DIPLOMA IN PUBLIC ADMINISTRATION

**“RAINBOW KIDS KINDERGARTEN”
BUSINESS PROPOSAL**

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)**

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EXECUTIVE SUMMARY

After doing an extensive research of the business opportunity that available in Kuching, our group has made decision to specify our business in selling our services. Our group has decide to come up with the business plan of partnership where by our organization will be known as '**Rainbow Kids Kindergarten**'.

In order to make our business real success, we have seriously taken into consideration all of the aspects specially the four major of business establishment, such as administration, marketing, operation and finance. All of these aspects are very important as it is can be considered as the backbone of the business. That is also why we come out with the business plan, so that we can manage the business properly.

In the administration, it will explain on the administration budget whereby it includes the organization chart, job description, the remuneration table and so on. Besides that, this part of the study is also emphasizing on our business's goals and strategies.

On the part of marketing and operation, this part in carefully analyzed in order to gain maximum profit of the business. It is essential as these two factors that will determine the percentage of the profit and the allocation of market

INTRODUCTION

Kindergarten is a premise where children in the age of 5-6 years old sent to get their lesson and to be looked after by other people apart of their parents.

In this new era, proper childcare and intense teaching is a child's essential that we can no longer ignore. This is because most of the parents are more concern with their child's education even at the pre-school level and they want to give the best education for their children at the most affordable price, still, with high quality of service. Means that, the kindergarten still can deliver and serve their first class standard of teaching even at the low price compare with the other expensive kindergarten. Due to this matter, Department of Social and Welfare had formulated an act to monitor and facilitate the best possible service for the children's interest. The objective of this Act is to protect the interest and safety of the children to avoid any form of abuse that may happen at the kindergarten.

Thus, before the parents decide to send their children to any kindergarten, they have to ensure that the kindergarten had fulfilled all of the criteria as required.

First criteria are size of the premise. It must be consistent with the number of children the certificate of registration to operate a child care which is granted on the number of children at the premise must not exceed the stipulated space. This is to ensure the size of premise is suitable and

PURPOSES OF BUSINESS PLAN

Rainbow Kids Kindergarten as a guideline to manage the proposed ventures prepares with the business plan. As this is our first organization, therefore it is only imperative and appropriate for us to create a guideline in order to help us understand the nature and working condition of our company.

Apart from that, through the business plan that we have prepared, it is hoped that we can gain valuable insight on how well are our preparation to compete with our competitors in the market. The purposes of business plan are:

- ❖ To allow the entrepreneur to view and evaluate the proposed business venture on objective, critical and practical manner.
- ❖ To evaluate and analyze the viability of a proposed venture.
- ❖ To convince relevant parties of the investment potential of the project.
- ❖ As a guideline to manage the business.
- ❖ To allocate business resources effectively.