



MARA University of Technology
Diploma in OFFICE MANAGEMENT AND TECHNOLOGY

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

PET KINGDOM SHOP

PARTNER SHIP

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1.1 EXECUTIVE SUMMARY

Teamwork and collaboration in administrating a business is required in ensuring high standard performance of the business. In ensuring the objective of the business will commenced, we have put our best effort in preparing this business proposal.

Marketing, operating and financial aspect must be consider in business which of planning, organizing, leading and controlling which is the complete term of management. These aspects help in achieving our goal.

Administration needs to set vision and mission which will be the guideline for company in generating income. Besides that, administration also includes the allocation of resources based on the requirement of each department to avoid wastage. The administration is responsible in determining the process in achieving the organizational goals by ensuring each department cooperates with one another.

Moreover, administrative department must be able to manage everything that is related to the employees. For example, allowances, welfare, SOCSO, EPF, and other benefits to make the employees feel secure. Employees will also be treated equally to show that there is no discrimination in the company, thus encouraging new potential individuals to join our organization.

1.3 INTRODUCTION

❖ NAME OF COMPANY

- Pet's Kingdom shop

❖ NATURE OF BUSINESS

The business that we provide is grooming cats and dogs then sells the products to the customer such as the shampoo, the accessories, and the medicine and cats and dogs food. Although, we also taking care of pets. For example, travel, they do not have time to take care of their pets and they busy with other things at the same time when become to holiday most of people go to travelling so we provide this service to grab more income based on the pets. This business is a partnership as it is more secure in terms of sharing capital and profits, making loans and so on.

❖ INDUSTRY PROFILE

After doing extensive research on the business opportunity available in Samarahan and Kuching, our group has decided to specify our business in breeding animals besides selling the pet foods and accessories. Our group has come up with the business plan of trading whereby our organization's name will be known as Pet's Kingdom Shop.

Our business is the first registered in Kuching even though there are many pet's shop business Kuching. Through this registration, our business can be easily known existed by the public. Our location of business is also strategic where our customers and food supplier can easily find it. Our target markets are the working people, middle to upper class people in housing area, businessman and women, and of course animal lover that comes from multiracial, from young to old ages.

❖ LOCATION OF BUSINESS

No. 55, Lot 16708,
Ground floor,
Tabuan Height Commercial Centre,
Jalan Song, 93350 Kuching, Sarawak.

❖ DATE OF BUSINESS COMMENCEMENT

After some discussion in determining the date of commencement for the business by our team members, we have come to a conclusion to start the business 1st January 2017.

❖ FACTORS IN SELECTING THE PURPOSE OF BUSINESS PLAN

After do some analysis, we has decided that our business plan location is at Jalan Song, Tabuan Height. We choose our business location in this area because it is near to the district area in Tabuan Jaya and BDC. In addition, the population in this area is very high which around 70,000 peoples and will increase. Furthermore, residence in this area is high standard and high in purchasing power. Besides, others pet shop is quite far away from our pet's kingdom shop and from district area in our location.

The main purpose of the Pet's Kingdom shop established is as a food supplier, pets animals accessories, pet's hygiene and medicine product selling, take care of the pets and basic grooming. We are buying pets such as cats and dogs. We buy two female and one male each of these animals as our modal product, and we breed these animals.

1.4 GOALS OF THE ORGANIZATION

❖ ORGANIZATIONAL VISION

Our company has its own vision which can help and improve our company's performance in order to make sure our business will run smoothly and efficiently. Our company's vision is stated below:

- To be of the largest pet shop and provided the first class services and products for the customers.

❖ ORGANIZATIONAL MISSION

Each organization should have their own missions to be a guideline for the organization purposes especially to improve and enhance the job performances among the shareholders and the market. Our missions for our company are stated below.

- To perform an effectiveness and efficiency of job performance
- To be reliable in order to cope with customers demand and give them the best services.
- To fulfil the customer's needs and provides a satisfaction and full services to customers.

To be able to complete with other pet shop