



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

BUSINESS PLAN

JUNIOR WONDER CAMP

PREPARED BY:

FREDERICA FREADRICK

2014549056

JEVELLA MYRNA JELIUS

2014464908

EUDRER T. MOLIGAN

2014239412

ELKA VIONNA LISSA FRANCIS

2014287734

NOORHAYATI BINTI HASLI

2013767157

2016

Table of Contents

1.0 Introduction

Executive Summary.....	4-5
Company Background.....	6
Owner's Background.....	7-11
Business Location.....	12-13
Business Logo and Meaning of Business Logo.....	14

2.0 Administration Plan

Vision, Mission, Objective.....	16
Organisational Chart.....	17
List of Administrative Personnel.....	18
Schedule of Task and Responsibilities.....	18-19
Schedule of Remuneration.....	20
Office Plan.....	21
List of Office Equipment and Supplies.....	22
Administration Budget.....	23

3.0 Marketing Plan

Profile of Service.....	25
Target Market.....	26
Market Size.....	27
Competition.....	28
Market Share.....	29-30
Sales Forecast.....	31-32
Marketing Strategy.....	33-38
Marketing Budget Table.....	39

4.0 Operation Plan

Introduction.....	41
Operation Flowchart.....	42
Material Requirement.....	43
List of Machines and Equipment.....	44
Layout Plan of Operation Area.....	45
Operation Overhead.....	46
Operation Budget.....	47

5.0 Financial Plan

Introduction.....	49
Steps in Financial Plan.....	50
Project Implementation Cost.....	51
Table of Depreciation.....	52-54

Loan Amortization Schedule.....	55
Pro Forma Cash Flow Statement.....	56
Pro Forma Income Statement.....	57
Pro Forma Balance Sheet.....	58
Financial Analysis.....	59-60
Conclusion.....	61
6.0 Appendix.....	63-67
7.0 Partnership Agreement.....	68-71



1.0 EXECUTIVE SUMMARY

Jr. Wondercamp (Junior Wondercamp) will be operating in Kundasang, Ranau, Sabah and is expected to be open to the public on January 2017. Our goal is to promote a sense of belonging to a large freethought community, encourage critical thinking, promote respect for others who hold different viewpoints, and provide a safe and fun environment for personal and social development and most importantly to have fun.

Each of our campers will be assessed and our campers outcome assessed included:

- Friendships and social connections.
- Physical activity level.
- Personal development and self-confidence.
- To gain better understanding of Sabah's multi-cultural and multi-race background.
- Other learning and benefits.

Friendships and Social Connections

- Our Jr. Campers are expected to learn how to make new friends by the end of their camping session.
- They will learn how to be a good listener and communicator.
- They also expected to be respectful and of other opinions and ideas. Other social skill they should be developing is being kind, honest and nice.
- Our activity will also focus on developing the importance of teamwork and the needs to encourage each other in good and in bad times.

Physical Activity Level

- At the end of our camping session, Jr Camper's will be expected to be physically active, played in more sport games and will be more interested in activities and in games.
- Campers are expected to have positive attitude towards physical activity.

Personal Development and Self-Confidence

- Our campers will be assessed based on different aspect that is independence, responsibility, leadership, decision-making, knowing-limits and confidence.
- Our camp will teach them to learn new things and to help them to develop leadership skills, to be more confident speaking in front of a crowd of people and also to help them to overcome their stage fright.
- Our campers are also expected to be more independent or responsible and learn to do things for themselves.

To Gain Better Understanding of Sabah's Multi-cultural and Multi-race Background

- Sabah are known to have multi-race and have more than thirty different ethnicities and races and the number of languages and dialects goes over eighty. Our campers will learn and have better understanding of Sabah's multi-race background, culture and history.
- Our campers will be assessed and be asked multiple question regarding Sabah's multi-race and culture.

Other Learning and Benefits

These benefits included :

- Physical skills : Fire-making, rock climbing and zipline
 - Leadership skills
 - Greater responsibility and independence
 - Teamwork skill
 - Learning more about other and how to deal with different types of people.
- Our campers will be gotten the chance to experience on new and challenging things, set goals for themselves, problem-solving and social skills.
 - We, Jr Wondercamp's hopes to gain public confidence on the importance of our camp. We also hope by the end of their camping session, our campers will gain a very successful experience and they can develop all the human skills. We hope our campers will enjoy the camp activities, their fellow campers and the staff.

