



**UNIVERSITI TEKNOLOGI MARA  
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MANAGEMENT (BM243)**

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**BUSINESS PLAN**

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## **1. EXECUTIVE SUMMARY**

Owners and their beloved pets...this is what makes our world go around. GO HOME will be located in Kuala Lumpur. The pet grooming services on wheel will offer a full range of pet grooming services to the area's pet owners.

GO HOME is pet grooming services on wheel for pet's owners managed by three young female entrepreneurs, Nur Hasyimah Binti Abdul Khalil (31), Siti Hajar Binti Ismail (22), and Wan Syamin Izzati Binti Wan Suhaimi (22). Venturing into business with a small team of trusted and like-minded individuals, these partners represent sales, operation management, and finance and administration areas, respectively. The partners provided funding from their own savings and a business loan from selected bank, which will cover start-up expenses and provide a financial cushion for the first months of operation.

There are many "Quick pet grooming centre", however, many of these grooming centre only provide the minimum services, whereas the upscale pet grooming centre can be inconvenient due to scheduling requirement and cost. The owners of GO HOME perceive an unfulfilled customer need for a low-cost grooming centre that provides maximum flexibility and strong customer attention. Using this strategy, GO HOME will gain significant market share and create critical long term relationships with it customers.

### **1.1. OBJECTIVES**

These are the goals for the next three years for GO HOME:

- Achieve profitability by August Year 2.
- Contribute 40% of profit to registered charity body.
- Pay owners a reasonable salary while running at a profit.

### **1.2. MISSION**

Our goal is to help customer's pets live long, happy and healthy lives. Customer service is extremely important. We want each customer to have a pleasant grooming experience and it is the intention of our staff to answer questions with expertise and to offer advice when we feel it is needed.