

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN TERENGGANU  
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

TADIKA DIDIK MURNI

Lot 158 &159  
Lorong Pelindung 7/9  
Taman Sri Pelindung  
25000 Kuantan  
Pahang

Nurul Ummira bt Bahrin ( 2005280745 )

Siti Aminah bt Musa @ Ngah ( 2005280473 )

Siti Masayu bt Mohamad Nor ( 2005280521 )

Suhana Zuryati bt Kamaluddin (2005280905 )

Yusli Farhana bt Ahmad ( 2005280944 )

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THANK YOU.

**EXECUTIVE SUMMARY.**

Tadika Didik Murni is a business that is compile partnership which is has five shareholders in this organization. They are including General Manager, Administrative Manager, Marketing Manager, Operation Manager and Finance Manager. Our organization actually provide service to group community such as working parents, parents that have high income and middle income, local resident in Kuantan and overall in Pahang, school teachers in area and government staffs.

We have four departments which is administrative, marketing, operation and finance department. Administration department is focusing on organization structure, manpower planning, job description, and administrative budget. Meanwhile that, marketing department focus more on service description, target market, market size, competitors in industry, market share, sales forecast for 2009, 2010 and 2011, marketing strategy to attract people around and marketing budget. The other department in this organization is operation department. Operation department more to flowchart process, production schedule, material requirements, equipment that are needed in operation, operation layout plan, raw material budget, forecasted acquisition of material, operation equipment, operation overhead and most important part is operation budget.

Last department in our organization is financial department. This part will responsible on input that we will use in our business, project implementation cost and sources of finance, the budget (administrative, marketing and operation), cash flow, income statement, balance sheet of the account and financial performance to make sure our business will run smoothly.

## **INTRODUCTION**

Business that we are choosing for preparing the Business Plan is service line. There is kindergarten service.

Tadika Didik Murni established to give a service to the parents that need as a support to care their children. Our nature of business is child care education service to people that needs more attention to care their children. This is a partnership company that located at Jalan Alor Akar, Kuantan, Pahang and specific in Taman Sri Pelindung, Kuantan, Pahang. We will start our business on January 2009 even our Business Plan was planned on 2008. The main factor that we choose this proposed business is to give our service to the parents that need a “hand” to help them to care their children. Our prospects in the future are to attract more parents that have not enough time to care and educate their children, to send them to us. Besides that, we also want to give our skills to the right way. We can give education to children that want to learn more other than their friends in our kindergarten. So, indirectly it can give to children to explore their talent when learn in our kindergarten.

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