



UNIVERSITY TEKNOLOGI MARA

SARAWAK

FACULTY OF ART AND DESIGN

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

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TITLE:

C'Parents Sri Pengasih

Prepared for:

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1.1 EXECUTIVE SUMMARY

The name of our company is **C'PARENTS SRI PENGASIH**. The business is in form of partnership which consists of six members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is service as we provide the services for care a senior citizen. Our business operation is at 9.00 a.m to 5 .30p.m everyday.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Ranggie anak Beluluk is our General Manager, Vornica anak Endit is the Administration Executive, Sulipah Rinduan is the Operation Executive, Tazryna Dekau as Financial Executive and Miminiah Dayun and Dg.maslianah Binti Mali as Marketing Executive.

The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The management team will be led by the General Manager and assist by the other executives. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Executive is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Executive is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. The Marketing Executive will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market.

Lastly, the Financial Executive will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.



1.2 SUBMISSION LETTER

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11 OCTOBER 2010

Ms,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, C'PARENTS SRI PENGASIH , I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and support that have been given by you in order to accomplish this business plan and in the same time anchored us toward goals and objective of the preparation of this business plan until we finally completing according to time given and as scheduled.



1.5 INTRODUCTION OF THE BUSINESS PLAN

NAME OF COMPANY

Our business is known as **C'PARENTS SRI PENGASIH** . target that we are planned to monopoly in ice manufacturing industry. It is representing our company planning that wish to expand and introduce our company to be labeled around the world. As a new company, we want to provide the best services to our customers. We aim to protect our customer's property .

NATURE OF THE BUSINESS

The nature of this business is shown in it's name that is c'parents sri pengasih, we are offer for care service of senior citizen centre. Even though this is a small business, we will grow bigger and more and more people.

Even though our business same like others senior citizen centre, but our business can give a good service for care of senior citizen. Our business also can be more better from others senior citizen centre around the Sarawak or around the world.

Our target market is the who are family has a senior citizen where they don't have a time to care of them especially at the morning till afternoon. So they can send their senior citizen to our senior citizen centre for our care. Our location business is around the Petrajaya Kuching, Sarawak.

INDUSTRY PROFILE

C'parents Sri Pengasih is one of senior citizen care centre. Our Company provided a good service more than another company senior citizen.

LOCATION OF THE BUSINESS

C'Parents Sri Pengasih is located at:

Lot 1891, Lorong b4, jln Astana , Petra Jaya 93050 kuching Sarawak