

**MARA UNIVERSITY OF
TECHNOLOGY
SG.PETANI CAMPUS**

**FUNDAMENTAL OF
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(ETR 300)**

FAIRYLAND PET'S HOTEL

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

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Pelajar-pelajar berkenaan ialah :

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4. NOR HANIM HARDOON
5. NOR AZIAN DARUS

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MOHD. AZHAR OSMAN

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Executive Summary

Fairyland Pet's Hotel is a business that provide services to the customers. Our business provide services to take care of the customers pets which is cats and dogs. We have to take care of our customers pets until its owners return home. Our customers usually send their pets to us when they went to work or holidays. We also provide grooming service if needed by our customers. Our side activity is to sell pets requirements and we also provide consultation service to our customers.

In introduction chapter, we give an information about the shareholders background, partnership agreement and location of the business. It state the date of commencement, our business purpose and also the potential of our business. Our business address is Fairyland Pet's Hotel, No. 29 Solok Kg. Jawa 1, 11900 Bayan Lepas, Pulau Pinang. This business plan will explain in details about our business.

Administration plan is very important in order to ensure that the administration is always in the best performance. Marketing plan is a planning of a promotion or other activity to attract customers in order to give an information about our business. Target market and market analysis is create to identify the market for our business. Another planning is financial plan and operational plan. Financial plan is very important in running the business. Financial of Fairyland Pet's Hotel is prepared in order to ensure the cash flow of money is allocated. Financial plan give an overall view about business financial statement.