

MARA UNIVERSITY OF TECHNOLOGY

HARAPAN NOUR OLD-FOLK HOME

ETR 300 ENTREPRENEURSHIP

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Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

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

Sekian, terima kasih.

Yang benar

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INTRODUCTION

The Harapan Nour Old-Folk Home (HNOFH) is a partnership company which has managed by 5 members as a company holders. It is quite toward to the conceptual of nursery center which its' customers or patients are more focusing to the old-folk or adults.

The location of the HNOFH is at the....

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KEDAH

The effective of operating date is on 1st January 2002.

The services has been chosen because of the current situation. Whereby, nowadays, we are aware of the old-folk safety at home. The safety is less guarding because they were left alone or live alone, in the period of office hours working, in the house.

So, to ensure the old folk is in good guarding condition the 5 members have agreed with this ideal and like to form the business of the old-folk welfare services.

Besides that, the less or small number of Bumiputera's entrepreneur in business field was forcing HNOFH to take the challenge. Hereby, this existing will encourage the good competition and will produce a harmonious economics circle.

THE OBJECTIVES OF BUSINESS PLAN

A business plan is prepared for many purpose which it need to be done in order to control all the business activities besides getting the societies and consumers' confidence. Then, it is also important to make sure the project is worthy. So, the purposes are given as following.....

1. its' identifies and to get financial sources by the outside investment.
2. the impression is important; because a well-organized plan is the main element for an investors, in order, to access the business-financing proposal and the management of the business.
3. by committing the business plan, the business, in overall, is able to manage the business activities as guideline / guidance in order to achieve the improvement. The business will be able also to focusing on the causes / deviation of planning before condition become critical and have a time to take ahead and avoid problems before they arise or exist.
4. it is to ensure the business is gain profitable continuously; this mean the profit will assistance the capital circle or rotation in order to develop the business effectively and efficiency.
5. it is been also assists to identify the market area, customers, price strategies and the competitive condition under the business field had involved.
6. besides to gain the profitable, its also aims to provide or produce a satisfaction, better qualities and professional services.