



اوپنورسیتی تیکنولوژی مارا
UNIVERSITI
TEKNOLOGI
MARA

ENT300

DIAMOND CARE CENTRE



PREPARED BY:

LIYANA LILY BINTI MAHMUD

2008294192

SONJA ANNE VINCENT

2008222384

SURIATI BINTI ANUAR

2008294208

RASIDAH BINTI DORANI

2008294202

SITI KHAMISAH BIMTI RAMLI

2008294206

GROUP: BM1126A1

PREPARED TO: MISS FLICIA RIMIN

TABLE OF CONTENT

	ITEM	PAGES
	Letter of submission	i
	Acknowledgment	ii
	Executive Summary	iii
1.0	INTRODUCTION TO BUSINESS	1
	1.0.1 Business background	1 – 5
	1.0.2 Business plan purpose	6 – 8
	1.0.3 Company background	9
	1.0.4 Partnership background	10 – 16
2.0	ADMINISTRATION PLAN	17
	2.0.1 Introduction to Administration	17 - 19
2.1	Introduction to the organisation	19 – 20
	2.1.1 Vision, mission and objective	21
	2.1.2 Location of the business	22
2.2	Organization chart	23
	2.2.1 List of administration personnel	24
	2.2.2 Working hour	24
2.3	Personnel task and responsibility	25 - 26
2.4	Worker intensive scheme	27 - 28
2.5	Schedule for remuneration	29
		30

2.6	Administration office layout	31
2.7	List of equipment	32
2.8	Administration budget	33
3.0	MARKETING PLAN	33
	3.0.1 Introduction to marketing	34 – 35
3.1	Service offer and the specialist	36 – 37
	3.1.1 Types of services	38
3.2	Market analysis	38
	3.2.1 Target market	38
	3.2.2 Market segment	39
	3.2.3 Market size	40
3.3	Main competitor	41 - 42
	3.3.1 Market share	43 – 50
3.4	Sales forecast	50
	3.4.1 Sale forecast for the first 3 years	51 – 53
3.5	Marketing strategy	54
3.6	Marketing budget	55
4.0	OPERATION PLAN	55
	4.0.1 Introduction to operation plan	56 – 57
4.1	Purpose and objective	58
4.2	Operation process	58
	4.2.1 Process flow chart	59 - 61
		62

LIST OF TABLE

TYPES	TITLE	PAGES
<u>Table</u>		
Table 1	List of administration personal	24
Table 2	Working business hour	24
Table 3	Personal task and responsibility	25 – 26
Table 4	Schedule for remuneration	29
Table 5	List of equipment	31
Table 6	Admiration budget	32
Table 7	Segmentation of market	38
Table 8	Main competitors	40
Table 9	Diamond care center strengths and weaknesses	40
Table 10	Market share before enter to market	41
Table 11	Market share after entre to market	42
Table 12	Estimation of the children register for 1 st year	44
Table 13	Sales forecast from January to December	44 - 49
Table 14	Sales forecast for the 1 st 3 years	50
Table 15	Marketing budget	54
Table 16	Schedule for service 1	62
Table 17	Schedule for service 2	63
Table 18	Schedule for service 3	64
Table 19	Menu for children	65
Table 20	List of materials (per month)	68
Table 21	Other raw materials	69
Table 22	Amount of the children from January to December	70
Table 23	Raw materials calculation	71
Table 24	Other raw materials calculation	72
Table 25	Total forecast for all raw materials	73
Table 26	Equipment	74
Table 27	Kitchen tools	75
Table 28	Remuneration schedule	77
Table 29	Operation hours	83



EXECUTIVE SUMMARY

This is the first proposal that we finished while we studying in University Technology Mara (UiTM). In our group, we have five members among us and each person have own task and responsibility which are General Manager, Administration Manager, Marketing Manager, Operation Manager and Financing Manager and all of members are women. We have established one daycare centre from we have choose this business that we had discussed among us and agreed.

Daycare centre is a centre that care children for those parents cannot care his/her children because of several reasons for instance have own career or others reason. For our business, we had decided to name our business as Diamond Care Centre. the reason why we choose that name of business because our service is about care the children, then we combined it into diamond because the value of diamond is too valuable and we take the valuable as our principle to care children in a proper way, and assume them valuable like a diamond.

A preparation is needed to establish this business, therefore we had made all position in term of administration, marketing, operation and budget from financial. Each position have own manager and each manager have own task. In Marketing, manager's responsibility to market this business to customers. Other than that, to do sale forecast, find the competitor advantages and disadvantages. Operation position responsibilities to measure all the facilities or items are complete and manage operate the business. Administration position is admin the employee for instance manages the salary, bonus, EPF, SOCSO and so on. Financial site is to prepare the budget either the capital enough or not, make loan, do cash flow to see how business running, gains profit or deficit.

In conclusion, all of the managers' position must cooperate together to achieve goals, aims and profit, without these cooperation, it is hard to make business plan.