



اَوَيْزُ سَيِّتِي تَيَكْنُولُوجِي مَارَا
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BUSINESS PLAN REPORT



PREPARED BY

NAME	STUDENT ID
DANIEL NIEZAM BIN ISKANDAR TAN	2018806376
HIDAYATUL ZURAIN BINTI HAZRIN AMRI	2018244946
MUHAMMAD HUSNI MULHIM BIN MUHAMMAD MULKAN	2018229358
NUR ADRIANA BINTI AZMAN	2018647904
ZINNIRAH BINTI KHAIROL BASRI	2018245726

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BUSINESS NAME

BRILLIANT BRAINIAC HOME TUTORING

SUPERVISED BY

DR ASIAH BINTI ALI

ACKNOWLEDGEMENT

Alhamdulillah for every single blessing Allah has given us, hidden and apparent. We are really grateful and thankful that we managed to complete this business plan successfully to the end within the given time.

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TABLE OF CONTENTS

COVER LETTER	1
ACKNOWLEDGEMENT	2
TABLE OF CONTENTS	3
EXECUTIVE SUMMARY	6
SECTION I: INTRODUCTION	8
1.0 COMPANY BACKGROUND	8
1.1 PARTNERS' BACKGROUND	9
1.2 PURPOSE OF THE BUSINESS PLAN	14
1.3 DESCRIPTION OF BUSINESS	14
1.4 INDUSTRY BACKGROUND	15
1.5 BUSINESS LOCATION	16
SECTION II: PRODUCT OR SERVICE DESCRIPTION	18
2.0 PRODUCT AND SERVICE	18
2.1 UNIQUENESS OF PRODUCT AND SERVICE	18
SECTION III: ADMINISTRATIVE PLAN	19
3.0 THE VISION, MISSION AND OBJECTIVES	19
3.1 ORGANIZATION CHART	20
3.2 LIST OF BUSINESS ADMINISTRATIVE PERSONNEL	20
3.3 SCHEDULE OF TASK AND RESPONSIBILITIES	21
3.4 SCHEDULE OF REMUNERATION	23
3.5 LIST OF FURNITURE AND FITTING	23
3.6 LIST OF OFFICE SUPPLIES	27
3.7 ADMINISTRATION BUDGET	29
SECTION IV: MARKETING PLAN	30
4.0 MARKETING OBJECTIVES	30
4.1 SERVICE DESCRIPTION	31
4.2 TARGET MARKET	31

EXECUTIVE SUMMARY

The name given for our company is Brilliant Brainiac Home Tutoring. The motto of our company is “Nurturing Young Minds”. The reason for the motto given is because our tutoring service are conducted by five science experts that will guide the young minds on how to ace well in examination as well as in life. This is because the teachers will give our best to help students to aim bigger and see clearer in their studies.

The nature of our business is based on home tutoring services through online learning and also provides face-to-face tutoring within a specific area. Brilliant Brainiac Home Tutoring is a company in which the nature of business entity is partnership, where a legal business entity with five partners carries out the business with a view of making profits, share capital, profits and losses. Our tutoring service fee is around RM50 to RM70 per subject based on their level of education which are either primary students, secondary students or diploma students’ level.

Brilliant Brainiac Home Tutoring is started to operate actively on the early year of 2018 at Jalan Medan Pusat Bandar, Seksyen 9, 43650, Selangor. We believed that the selected place is a very strategic location because Selangor was considered as the largest population in our country. We started our business right after we graduated with Diploma of Microbiology. Since this is our first experience in joining this field, we decided to open classes only for science streams students and also secondary students especially those who are struggling with PT3 and SPM examination.

Our aim is not just to gain huge income every single month but, our biggest aim is to provide the best services towards all students out there who need help in studying and how to excel in examination. We provide the latest learning materials and formats especially in SPM examination. Despite this latest pandemic outbreak, our business is still growing well since we also provide an online learning teaching platform for them. Many students got interested in our teaching methods and decided to join our home tutoring.

The advantages in our business is every employee has different soft skills and experiences. This will make our business more effective in many ways. Brilliant Brainiac Home Tutoring is a joined venture of five partners, Ms. Zinnirah as General Manager, Ms. Hidayatul as Administration Manager, Ms. Adriana as Marketing Manager, Mr. Daniel as Financial Manager and Mr. Mulhim as Operational Manager. Each of our staff have a great deal of expertise and competence in works. As a result, each partner will take the ownership in order to significantly expand this company to another level.

To sum up, a business plan is a necessary for each entrepreneur in order to run their companies effective and systematically. It also offers insight on steps to be taken, resources needed for achieving the business goals and a timeline of expected performance. Therefore, Brilliant Brainiac Home Tutoring have our own special strategy in order to sustain our company as there are many competitors out there in this business world. We have outlined all the strategies and plans for each department to work on it and give our best. This strategy is intended to inspect the market, to satisfy the customer's satisfaction.