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BUSINESS PLAN REPORT

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BUSINESS NAME

PET BUTLER SDN BHD

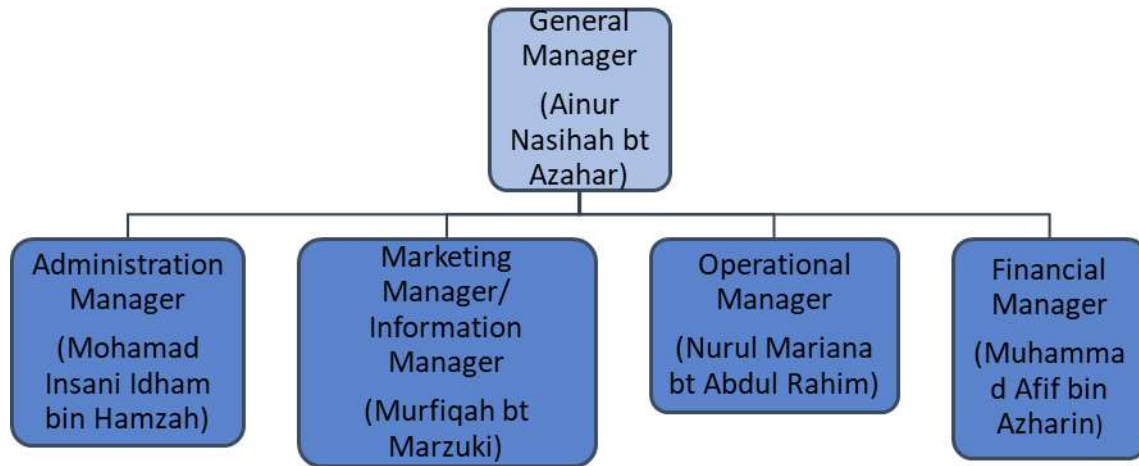
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EXECUTIVE SUMMARY



PET BUTLER SDN. BHD. are managed by the department of administration lead and founded by the Cik Ainur Nasihah bt Azahar who is also the General Manager of the business. Under the General Manager, there are few other managers which lead other department such as Administration manager which involves in managing most of the shop, Marketing Manager which associated with the marketing strategy to increase the sales of the shop, Operation Manager which also involves in operating the shop activities and last but not least the Financial Manager who in charge the shop's whole budgets so that no unnecessary expenditures will be make by each departments.

1.2 PURPOSE OF BUSSINESS PLAN

The Business Plan is a detailed collection of written documents outlining the proposed undertaking or project to be carried out. Other than that, a report detailing the marketing, service, organization, financial plan is also a business plan. It is also known as a job text, company plan, project paper or prospectus.

The aim of writing this business plan is to be the first step before beginning to build a business as a module. For any new company, like Butler Pet Sdn. Bhd. This business plan is very relevant. Since it will help my business to develop and sustain my business in the Malaysian market for longer at the same time. Below are the aim lists that are why I am planning this plan for my company:

- 1) To demonstrate our financial strength, especially when attempting to apply for loans. In other terms, to convince venture capitalists, investors and bankers to receive the help of money for the company.
- 2) Serving as a guide for us in day-to-day business management. Our company can assist in setting, preparing, organizing, handling and monitoring business plans. The strategy strategies outlined in the business plan will be an important guide to help the entrepreneur measure success after the business plan has been approved.
- 3) Using it to efficiently distribute company capital. Tiny businesses usually have minimal resources at their fingertips, as we know. Therefore, such resources must be carefully allocated in order to avoid needless duplication and to ensure optimal returns on investment. The business plan would assist in the planning, distribution and management of these services.

1.3 DESCRIPTION OF BUSINESS

Firstly, the name of the company is PET BUTLER SDN. BHD. in which this company business is associated with providing services and products for pets and pet owner such as pets food, pets hotel, treatment for pets, and also offering various types of pets ranging from normal one such as cats and hamsters to the exotic ones. This company has been established in 2017 and now managing few more shops under the same company name which are mainly located in rural and city area. The main headquarter is located in 305, Jalan S2 B13, Seremban 2, 70300, Seremban, Negeri Sembilan. Other than that, this company has been registered with Companies Commission of Malaysia(SSM) and has been licensed for selling pets and products under the new Animal Act by government of Malaysia that is obtained from Animal Welfare Board. For the operational date, all the shops will operate every Monday until Saturday from 9 a.m. to 5 p.m. Last but not least, as for the prospect of the business, this Pet Butler Sdn. Bhd. mainly focused on the customers and pet owners living in the rural area and customers that are too busy with their jobs during daytime whose do not have much time for their pets or need quick services for their pets. Next, the services and product by this company can also being surveyed using online platform as we provides through various medium for our customers.