



اَوْنُوْرُ سَيِّدِيْ تِيَكُوْ لُوْ كِيْ مَنَاْرَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN TEXTILE TECHNOLOGY

FACULTY OF APPLIED SCIENCES

ENT300 (FUNDAMENTALS OF ENTREPRENEURSHIP) : BUSINESS PLAN



Daisy Childcare Sdn.Bhd

NOOR ALIAH DIYANAH BINTI MOHD HAMLIE	2018675656	AS1185B2
AIDA FARAHAH BINTI MOHD KHAIRoSALLEH	2018230126	AS1185B2
EZATUL SHAHIERA BINTI ABDUL RAZAK	2018291042	AS1185B2
ZAIRA MARLIA BINTI MOHD YUSOF	2018663264	AS1185B2
NUR FITRAH NAJIHA BINTI MUHAMAD DZAHIR	2018433948	AS1185A1

PREPARED FOR: DR.ASIAH BINTI ALI

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EXECUTIVE SUMMARY

Daisy childcare is a service business established on 10th January 2018. Our service has been in the community for almost 3 years till now. Our business consists of 5 managers, 15 nanny or babysitters and 3 branches located in Selangor, Kuala Lumpur and Negeri Sembilan where there are many potential customers. Working parents who has monthly income in range RM2500> is our target market and ages 22 years old and above. To ensure that our services is the best and still relevant in the future and to provide safe nurturing, fun environment for the child that we supervise is our vision and mission, respectively.

Our business hours are open every day on 7 AM until 6 PM but our operation hours start from 6:30 AM until 7 PM. Daisy Childcare is SSM registered and all of our managers and childcare's staffs have childcare certificate to ensure our staff is capable and trustworthy to nurture other people's children. Last but not least, we also have several raw materials weekly suppliers such as Village Grocer, Tesco and FK Supply SDN BHD, to supply to our childcare for us to always give the children a healthy, fresh and good meal every day. Other than nurturing the children, we provide early educations to the children so that they are one step ahead when entering middle school.

INTRODUCTION

Name of Company: Daisy Childcare

Nature of Business: Childcare services

Location: Danau Business Centre, 9-1-3, Block 9, Jalan 3/109f, Taman Danau Desa, 58100 Kuala Lumpur

Operational Date: 10 January 2018

Prospects of Business: Keep ensure the childcare services are still growing in future. Besides that, our services can open many branches and to become number 1 childcare services in Malaysia by providing safety, health care and educations to the children.

THE PURPOSE OF BUSINESS PLAN

- 1) To trace our strengths and weaknesses when face an unpredictable situation.
- 2) To convince our investor, venture capitalist, banker about our financial.
- 3) To gain trust from our client to put their children under our care.

ORGANIZATIONAL PLAN

2.1 INTRODUCTION TO THE ORGANISATION

Vision:

To ensure that our services is the best and still relevant at the future.

Mission:

To provide safe nurturing, and fun environment for the child that we supervise.

Objectives:

1. Ensured that children speak national language correctly and fluently.
2. Teach children basic education and inculcates life skills through active and hands-on experiences
3. To develop a holistic child who is balanced in all aspects including intellectual,cognitive,physical,social and emotional domain.

Business Address:

Danau Business Centre, 9-0-3, Block 9(Second Floor), Jalan 3/109f, Taman Danau
Desa, 58100 Kuala Lumpur