



UNIVERSITI TEKNOLOGI MARA

ENT360

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

HOTEL FOR PETS SDN BHD

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## INTRODUCTION

### 1.1 Executive Summary



Figure 1.1.1: Board of director (BOD) of Hotel for Pets.

From left: Umami Nabilah, Shahrizah, Noorhafina, Siti Bazurah and Azreen.

Hotel for Pets offers variety types of service for our customer such as pet shops, veterinary and accommodation for the pets. Hotel for Pets just not offering our customer the quality service and warm service but we also provide the relaxing atmosphere for the pet.

In order to make sure our business are successful we have prepare ourselves in term of knowledge to open this hotel. We also had prepared administration plan, marketing plan, operational plan and the most important is financial plan to make sure the expenses not exceed our budget. Moreover, we have organization chart to make sure that we carrying out our duties and in accordance with our respective roles.

By creating marketing strategies to ensure that the public knows about the existence of our business. We had identified our target market, and our competitor. Operational plan is also important to make sure that the business is able to produce product and delivery the product in the specific time.

Financial plan is the final step in preparing the business plan, it is important to determine the total project cost after preparing all budgets that pertaining to administration, marketing, and operational are complete. Lastly, we hope that our business can be successfully organized and in the same time gained a profit and contribute in our economic development in our state.

## 1.2 Purpose

This business plan is prepared by Hotel For Pets Sdn Bhd as a guideline for the purpose of:

- To fulfil the demand in the market.
- This will be a guideline in managing a business.
- To measure whether this business is able to compete with other competitors in the market.
- To increase the number of Bumiputera entrepreneurship in this industry.
- To fulfil the requirements of ENT300.