



ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN



HOUSE OF MADRE

PREPARED BY

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Besides, thank to our beloved group's members that also give a great cooperation while doing this assignment. This group assignment has given us a tremendous impact toward ourselves. The impact was very beneficial for us in term of enhancing our knowledge and how to work with each other to perform all the best of four of us.

Finally, we would like to thank our parents, whose love and guidance us in whatever we pursue. There are really my ultimate role models.

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EXECUTIVE SUMMARY

The name of our company is House of Madre which means the house of mother. The company got its name as we want to express our love and appreciation to the mother as we provide confinement services to them. This company is a partnership company conducted by four physiotherapists that hold position in the company as general/admin manager, financial manager, marketing manager and operational manager. Our objectives in opening this business are to provide the best postpartum services to the mother who just had given birth and also to improve general health in them. Besides, we also provide some advices and counseling to pregnant mother as a preparation to have a baby and how to take care of the babies. We chose to begin our business and services in Wilayah Persekutuan as we see there is an increasing percentage of newborn baby every year and also because of its strategic location. The increasing demands from the mother have leads us to begin this business. Based on the current demand and our observations, the company's profit will increase yearly and brings huge benefits to our business. The confinement services that we offer are based on the traditional practice and also based on physiotherapy skills. Thus, we use hot stone, *pilis* paste, abdominal wrap (*bengkung*) and other techniques in order to treat and improve the mother's health after the process of given birth. In addition, we also manage their pain using a TENS machine and teach several exercises that are good for the mother. Our company services will be done at the customer's house as it is easier for the mother. Several marketing strategies are done to advertise our company's services which include billboard advertisement. They could visit us at our office for an appointment or they could also reach us through the social media. All our therapists are a university graduate in physiotherapy and are specialized in the related fields. We promise to provide the best services to all the mothers and always collect their feedback about our services. Last but not least, we also hope to be one of the companies that provide the best health care services in Malaysia.



House of Madre Enterprise
Diploma in Physiotherapy
Universiti Teknologi MARA (UiTM)
Bertam
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27th. Jun 2021

Madam Shaira
Lecturer of Fundamental of Entrepreneurship (ENT300)
Faculty of Business and Management
UiTM Pulau Pinang

Dear Madam,

SUBMISSION OF THE BUSINESS PLAN

With reference to the matter above, our group would like to submit our business plan for your kind evaluation and further action. With regard to the business that we wish to venture is particularly promoting our confinement service located in Wilayah Persekutuan. Our company's name is House of Madre Enterprise. Our business is a partnership set up with the following business partners and address:

Partners:

1. MAZWEEN BINTI MOHAMED (2019270558)
2. NUR AZLEEN BINTI ZUKIFLEE (2019287924)
3. SITI AMIRAH NURSYAHIRAH BINTI NORIZAN (2019411934)
4. ALYA FAQIHAN BINTI ABD RASHID (2019402632)

Business address:

29, Jln Radin Bagus 3, Bandar Baru Sri Petaling, 57000, Sri Petaling, Kuala Lumpur

We have tried our very best to prepare this business plan in according to the subject requirements. This working paper is our group efforts and all experience gained are valuable lessons for the entire group members.