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SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

MAMA'S DAY OUT
CHILD CARE AND PRODUCTS

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1.1 Introduction

The name of the business is Mama's Day Out. The reason why we choose this name is it symbolised the nursery itself. Mothers are always busy, especially mother's who have their own career. They have a lot of things to do, lots of things to handle, from doing the house chores, to works and not forgetting, shopping. Shopping and women cannot be parted as women are synonym with shopping. For those mothers who like to shop, a nursery in the shopping complex is like a dream comes true for them. It eases them as they can leave their children there harmlessly playing while they do their things. They know their child is in good hand, and they can go working or shopping without being worried over their beloved children.

The nature of the business is partnership. We choose partnership because we have the same goals and we are equally responsible for the decision that we make during business. The business will be started with equal equity contribution. There is a partnership agreement that have been made in order to cover issues like how the profits are divided, the different roles and responsibilities of each partner, the salaries and etc.

This business will take place at Lot F-809-A and F-810-A, on the 1st floor of 1 Borneo Hypermall. 1 Borneo Hypermall is a strategic place where it is situated near Kota Kinabalu. There are several offices, universities and residential area located around the perimeter such as UMS, UiTM, ILP, Politeknik, Alamesra, Mini Putrajaya, Kingfisher, University Apartment, 1 Sulaman and many more. People who send their children at the nursery will then be shopping at 1 Borneo Hypermall. The nursery lot is located near the lifts, escalator, and exits to the parking which makes it easier for the parents to send in their children. We purposely choose corner lot because it is large enough to accommodate more than 20 children at one time and the environment is suitable as it is calm and peaceful.