



اُنْدِيْفَرَسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
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MARA

## **PETS' CRIBS**

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## **EXECUTIVE SUMMARY**

The name of our company is Pets' Cribs. Our company is mainly about the pet care service and providing the pets' products. There are various services we are giving such as the grooming service, training service and also pet care service to stay over during the owners are away. These services come in various kinds of promotions in reasonable price to get more customer. Our company is located at the area of One Jaya neighbourhood in BDC, Tabuan Jaya, Sarawak.

All partners are responsible to ensure the process and operations in the company are working efficiently and effectively according the plans from each department. Each of the departments such as Marketing Department, Operation Department, Administration Department and Financial Department have plans on the company respectively. These plans are needed to be as a guide on opening a new venture of the company and to ensure whether the company is in the right track or not.

Since our company is mainly about the pets' care, we are providing every product needed to take care of the pets during the night over and also for other services such as training and grooming. The pets' equipment such as the shelters or cages, pets food bowl, and others are provided in our company to give a comfortable shelters for the pets to stay over.

In terms of services such as training and grooming, we have hired a qualified worker to train the pets. It is because, in order to train the pets, a trainee must have at least a qualification to train and to work at a pet store.

### **PURPOSE OF BUSINESS PLAN**

1. To allow our company to evaluate the proposed business in a critical and practical manner.
  - By having the business plan, our company is able to evaluate the business by analyzing it critical on every aspect such as capital of contribution, profits of contribution, forms of business venture and also in terms of decision-making process.
2. To convince others of the investment potential of the project.
  - In order to make our project realistic, we have to convince others to invest in our project as a potential investment to them and us. We also have to convince them that this project is potentially to give profits in the future.
3. Guiding in managing new venture of business.
  - A Business Plan is need to be a guide in managing a new venture of business. In a Business Plan, it includes all the department plans such as Marketing Plan, Operation Plan, Administration Plan and also Financial Plan. These plans are to ensure the business to run effectively as planned.



## **INTRODUCTION TO BUSINESS**

Our company's name is Pets' Cribs. We named it as Pets' Cribs because our business is mainly about the pet care and service. The 'Cribs' are named because one of our services in our company is that we provide shelters for the pets to stay overnight at our place when the owners are away for vacations or business trip. Instead of providing the pets a proper and comfortable shelters during the night over, we also provide good cares on the pets while the owners are away.

Pets' Cribs are a form of business of four members of partnership. We aim to be the number one pet care and service in town and then expand it to the region as well as expanding it to the whole state. All partners in our company have agreed on the terms and conditions of the partnership agreement in establishing this new venture of company.

The main reason of the existence of the Pets' Cribs is because to provide shelters and good care for the pets to stay when the owners are away instead of seeing the pets wandering around the town without being given a good care.

All partners have agreed to locate our company at the One Jaya, BDC, Tabuan Jaya. We located our company here is because the neighbourhood of the BDC is a luxury neighbourhood. In this kind of neighbourhood, there is a probability that every house has pets. Most of the people in this neighbourhood are running their own businesses which means they are always away from home for their business trips. With this, no one is going to take a good care of their pets along with good services. That is why we are locating our business here in One Jaya area.

Our business is expected to commence on the end of the year 2012 which is around November.