



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

BABY'S WONDERS SDN. BHD

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1.0 INTRODUCTION

A company having a share capital may be incorporated as a private company (identified through the words 'Sendirian Berhad' or 'Sdn. Bhd.' appearing together with the company's name or public company 'Berhad' or 'Bhd' appearing together with the company's name). Our organization applied the term 'Sdn. Bhd' because we share capital altogether. The name of our shop is Baby's Wonders Sdn. Bhd.

Baby's Wonders Sdn. Bhd selling goods for the pregnant mothers and also for the babies. We also sell mothers' confinement set. We deliver the best-selling we could provide in the friendliest way as we offer a variety of mothers and babies necessity as well as we could offer a reasonable price to customers which would like to make a card member for them. Furthermore, we also provided a professional consultant to give good tips for mothers and also for the babies. A memorable experience as a mother begins here. Baby's Wonders Sdn. Bhd, your one stop family life's planner.

*Baby's Wonders
Sdn Bhd*

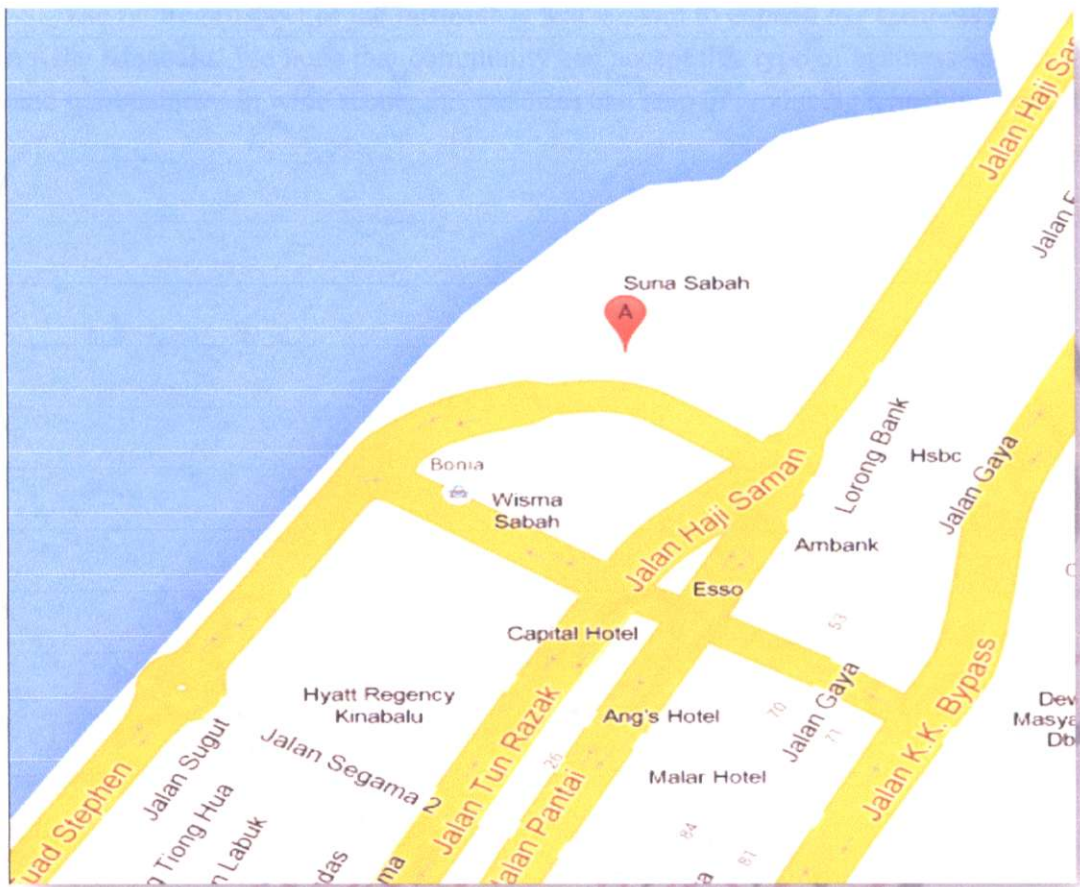
1.2 EXECUTIVE SUMMARY

Name of the Business: **Baby's Wonders Sdn Bhd**

Nature of Business: **Retailer store**

Industry Profile: **Selling the common necessity for the pregnant mother and also for the babies.**

Location of Business: **Suria Sabah Shopping Mall (Jesselton aisle, 1st Floor), 88000 Kota Kinabalu, Sabah.**



Date of Commencement: **March 2014**

There are several factors affected our decision to open up a shop that only selling a common necessity for pregnant mother and also for babies. One of the factors is that we want to target the market as this business never has been made by anyone. So, maybe this business will have the opportunities to get bigger and have their own branches all over our country, Malaysia. Besides that, we concern about the community especially for the pregnant mother and also the babies. We want to give a facility to this group of people to find their common necessity. As we know, there are so difficult for the pregnant mother to moving around. So, when this type of business is formed, they do not have to go from shop to shop to buy their common necessity. It also will save their time. Furthermore, we also attracted to this business as we love to handle a matter that related to babies.

The future prospect of the business is that we aim to expand our business to other area than Kota Kinabalu. We hope that community can accept this type of business so that we can expand our business. In wide scope, this business can help in producing a healthy generations.

*Baby's Wonders
Sdn Bhd*