



اَوْنِبُوْرَسِيْتِي تِي كُنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SECOND CHANCE TUTOR SDN BHD

FACULTY & PROGRAMME:	FACULTY BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING (BA240 2A)
SEMESTER:	SEMESTER 2
PROJECT TITLE	BUSINESS PLAN
NAME:	1) NUR FADZLIANA BINTI AHMAD (2021119549)
	2) SHAHRUL RIDZWAN BIN ABD RAHIM (2021627216)
	3) MUHAMMAD FARIS BIN RAMLE (2021470814)
	4) ALIFF NAIMI BIN MOHAMMAD ALI (2021152147)
	5) AUNI AMIRAH BINTI SAADUN (2018634904)
LECTURER:	MADAM WAN HASMAT BINTI WAN HASAN
SUBMISSION DATE:	21/1/2022

TABLE OF CONTENTS

SECTION 1: EXECUTIVE SUMMARY	1
SECTION 2: COMPANY PROFILE.....	2
SECTION 3: ENVIRONMENTAL INDUSTRY ANALYSIS.....	15
SECTION 4: DESCRIPTION OF VENTURE	18
SECTION 5: MARKETING ANALYSIS AND COMPETITION.....	22
SECTION 6: OPERATION / PRODUCTION PLAN	37
SECTION 7: ORGANIZATION PLAN	47
SECTION 8: FINANCIAL PLAN.....	53
SECTION 9: PROJECT MILESTONES.....	56
SECTION 10: REFERENCES	59
SECTION 11: APPENDICES	61

SECTION 1: EXECUTIVE SUMMARY

A business plan is one of the important tools to open a business. A business plan is described as written documents and is known as a business proposal, project paper, and working paper. Our group decide to do learning service to our customer, which is, Second Chance Tutor. Second Chance Tutor is a company operated in year 2016 based in at Jalan Pantai Permai 2, Pantai Dalam, 59200, Kuala Lumpur that offers tutoring services for a wide variety of subjects especially for SPM repeaters. Our company offers tutoring face to face for SPM subjects such as Bahasa Melayu, English, Math and Science. The company is currently a sole proprietorship, which own by the company's CEO, Aliff Naimi Bin Mohammad Ali. Second Chance tutor's management team consists of marketing manager, Nur Fadzliana Binti Ahmad and three tutor staffs which are Shahrul Ridzwan Bin Abd Rahim, Muhammad Faris Bin Ramle and Auni Amirah Binti Saadun.

As we know, Sijil Pelajaran Malaysia (SPM) certificate is very important and having good results will help, you secure a spot in universities or colleges to further your studies. Not only that, you can also use your SPM results to get a scholarship. Our company's focus is to help SPM repeaters by providing a comfortable place for them to study and to solve their problems to understand the subjects that they do not. We understand that some SPM repeaters felt unmotivated to study after they failed their SPM. One of the reason is that they are too shy to attend classes with younger students and was embarrassed to see their friends in a class ahead of them, which leads them to give up in their studies. This problem leads to our company's motto, which is 'Learning feels good again'.

Second Chance Tutor is located at at Jalan Pantai Permai 2, Pantai Dalam, 59200, Kuala Lumpur, which is a strategic area of our target market. Therefore, our target market is teenagers and adults, which are age 18 years old, and above who have failed their SPM examination and live around Pantai Dalam, Kuala Lumpur. In this area, our competition consists of Pusat Tusyen Mawar, Pusat Tusyen Acme and Pusat Tusyen Ankaboot. We are offering an affordable price for our tutoring services because most of the area's residents are living in flats. With this pricing strategy, we set the price of our tutoring services slightly below than other competitors.

Second Chance Tutor finance their business by using personal contribution from the owner, Aliff Naimi Bin Mohammad Ali amounted RM18, 977 from a bank loan and RM119, 112 from his own capital. After five years, the company's total sales are around RM 2,050,000.

In conclusion, we hope that Second Chance Tutor will help many people who are struggling to pass their SPM examination and constantly deliver the best solution for them in order to increase the

rate of Pantai Dalam, Kuala Lumpur SPM examination grades and to maintain a good revenue and sales every year in the company.

SECTION 2: COMPANY PROFILE

COMPANY NAME AND LOGO



Figure 1 Second Chance Tutor's Logo

The name of our company is Second Chance Tutor. This is because our main purpose is to help students who are failed in their SPM examination and need help in their studies. In addition, behind the name we want everyone to know that, everybody deserve a second chance in whatever they do especially in education.

For our company's logo design, we place a 6-colored symbol that portrays unity and connection from the tutors to the students as the symbol of a student reading a book is in the middle of the logo. Besides, we choose the color red in the 'Second' font to highlight that there is still a second chance in passing the examination if you failed once. Below the company's name, we show the motto of our company, which is "Learning Feels Good Again". Apart from our motto, we want to tell our students that we will provide better environment for them to gain knowledge in order to achieve in SPM.

VISION AND MISSION

Vision

To be the best tutoring centre for SPM repeaters in Malaysia.

Mission

1. To help SPM repeaters pass their SPM examination.
2. To provide high quality tutoring services to the students.
3. To make sure the students feel comfortable to study.
4. To increase the SPM grades in Pantai Dalam and Kuala Lumpur area.