



الجامعة
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

BUSINESS PLAN



Animal Rescue
Centre

FACULTY OF BUSINESS & MANAGEMENT

BA232 3C

SUBMITTED BY

MOHAMAD BILAL BIN ZABANI	2021149465
NURUL AINI BINTI MAT NOOR	2021112955
NUR SYUHADA BINTI AHMAD	2021120651
NURUL ASYIQIN BINTI RAMLI	2021393429

SUBMITTED TO

DR KOE WEI LOON

SUBMISSION DATE

FRIDAY, 14 JANUARY 2022

TABLE OF CONTENT

Contents	Page No.
COVER PAGE	1
TABLE OF CONTENTS	2 - 3
ACKNOWLEDGEMENT	4
LIST OF TABLES	
Table 1: Organization Background & Logo.....	6 - 7
Table 2: Estimated Market Share.....	21
Table 3: Comparison with Any Existing Competitors.....	23
Table 4: Competition & Competitive Edge.....	24
Table 5: Sales Forecast.....	25
Table 6: Pricing for Animal Rescue Centre Services.....	27
Table 7: Marketing Expenditure.....	29
Table 8: Material used by Animal Rescue Centre.....	40 - 42
Table 9: Equipment & Supplies of Animal Rescue Centre.....	43 - 45
Table 10: Operation Expenditure.....	46
Table 11: Management Compensation & Ownership.....	47
Table 12: Manpower Planning.....	49
Table 13: Schedule of Tasks and Responsibilities.....	49
Table 14: List of Professional Advisor & Services.....	50
Table 15: Schedule of Remuneration.....	51
Table 16: List of Office Equipment used by ARC.....	52 - 54
Table 17: Administrative Expenditure.....	55
Table 18: Project Implementation Cost of ARC.....	56
Table 19: Table of Depreciation & Table of Loan & Hire Purchase of ARC.....	56 - 57
Table 20: Cash Flow Statement of ARC.....	58
Table 21: Income Statement of ARC.....	59
Table 22: Balance Sheet of ARC.....	60
Table 23: Project Milestones of ARC.....	61
LIST OF FIGURES	
Figure 1: Catching Service Workflow.....	31
Figure 2: Purchasing Pets Workflow.....	32
Figure 3: Playtime Activities Workflow.....	33
Figure 4: Business Location at Johor Bahru.....	34

Figure 5: Business Building at Johor Bharu.....	35
Figure 6: Business Layout Level 1.....	36
Figure 7: Business Layout Level 2.....	37
Figure 8: Business Layout Level 3.....	38
Figure 9: Organizational Chart of Company.....	48
Figure 10: Resume of Employee at ARC.....	63
Figure 11: Cats & Dogs for Sale.....	64
Figure 12: Business Card of ARC.....	65
Figure 13: Posters of ARC.....	65
Executive Summary	5
Company Profile	6 - 7
Environmental Industry Analysis	8 - 17
Description of venture	18 - 19
Marketing Analysis and Competition	20 - 29
Operation / Production Plan	30 - 46
Organization Plan	47 - 55
Financial Plan	56 - 60
Project Milestones	61
Conclusion	62
Appendices	63 - 69

EXECUTIVE SUMMARY

Animal Rescue Centre is a service-oriented business that provides a catching service for stray cats and dogs. The business is a partnership under business retails owned by Mohamad Bilal Bin Zabani and his best friend, Nurul Aini Binti Mat Noor as Sales Executive. Animal Rescue Centre management team consists of marketing officers, Nurul Asyiqin Binti Ramli, and Nur Syuhada Binti Ahmad our Veterinary with help of her 2 assistants. Our business started by opening up a store in 2021 and running our business through online websites called “weloveanimals@awesome.site”. After 1 month of planning the business, Animal Rescue Centre officially open a store at Tebrau, Johor Bahru.

Moreover, Animal Rescue Centre offers another service too which is “PlayTime”, this service where our customers can come to our store and play with the animals. Animal Rescue Centre also provide animals’ stuff and also customers can buy various types of cats and dogs’ breed. Animal Rescue Centre’s target customers are the people around Tebrau and the location nearby. We are targeting people around the age of 5 to 60 years old. Our main service is the catching services, where the customers can make a report on our website regarding the animal’s issues. In Malaysia, specifically in Johor, there are no businesses that offer such kinds of services just like our business.

Therefore, we can gain an advantage as the first mover in the Malaysian market to do this concept of business. Our company provides the best and top services at an affordable price. With this pricing strategy, we set the price of our products slightly below the competitors. Animal Rescue Centre is located in Tebrau, Johor and the location is very strategic as it is located near to Johor Bahru city. Moreover, Animal Rescue Centre manage to get the profit for the first-year amount RM354,000 after we had struggled to increase the sales in the first three months. But, after 5 years, we manage to increase our profit by around RM850,000.

COMPANY PROFILE

1.0 COMPANY PROFILE

1.1 Organization Background

NAME OF THE ORGANIZATION	Animal Rescue Centre
BUSINESS ADDRESS	No.6, Jalan Kencana Emas 2/3, Kawasan Perindustrian Tebrau, Johor Bahru
WEBSITE/E-MAIL ADDRESS	weloveanimals@awesome.site
TELEPHONE NUMBER	+016-0000000
FORM OF BUSINESS	Partnership
MAIN ACTIVITIES	Our business is focusing in helping stray animals and provide a shelter to them.
DATE OF COMMENCEMENT	1 January 2021
DATE OF REGISTRATION	3 September 2020
NAME OF BANK	Maybank
BANK ACCOUNT NUMBER	-

Table 1: Organization Background & Logo

Our business name is Animal Rescue Centre, it describes our main service for this business which is rescuing and take care the stray animals. We located at No.6, Jalan Kencana Emas 2/3, Kawasan Perindustrian Tebrau, Johor Bahru. This location is the most strategic in Johor. Our website and number phone are weloveanimals@awesome.site and customers can contact us at +6016-00000. Our main activity is focusing on helping stray animals and providing shelter to them. We registered our business on 3 September 2022 and our date of commencement is on 1 January 2021. We choose Maybank for our business because this bank provides the best service among other banks.