



**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN BUSINESS AND MANAGEMENT TRANSPORTATION (BA117)**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**BUSINESS NAME**



**MEOW MEOW & CO.**

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## AKCNOWLEDGMENT

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Besides, we would also like to express our gratitude to MADAM RAHAYU IZWANI BINTI BORHANUDDIN for her guidance throughout the process to complete the assignment. Without her guidance, we doubt that we could perform the assignment well as we never did any assignment like this one. We are really thankful for all of the knowledge that has been shared to us and we really hope that we could use all of her knowledge well in the future.

We would also like to give our thanks to our fellow friends that have given their support during the completion of the assignment. It is such an honour to have their support as we continue to do our assignment. It may not look that much but is one of the contributions for us as it gave us motivation to give our best in handling the assignment.

The business plan report assignment really taught us a lot of important things throughout the whole week such as teamwork. It is essential for every group member to play their role as planned in order to ensure that the task that has been given will be settled just like how it is supposed to be done. We believe that our group members have given their best for the business plan report and will keep this good performance in everything that we do.

The business plan report took plenty of time to have a proper plan and studies as we do not have a lot of experience in handling such a big company or business in real life but everything could be handled with a proper planning and some research based on some sources that we could find.

Lastly, we would like to say our deepest thanks to each of us that have put a lot of effort into completing the business plan report. Despite other commitments that need to be settled, we are really proud of each of us because we could manage our time wisely to finish the assignment. The business plan report assignment has taught us a lot of things where we could use it later on after we finished our study.

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## **EXECUTIVE SUMMARY**

**MEOW MEOW & CO** is a business where it is a form of business based on partnership which consists of FIVE members and each member holds an important position such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is RM XXXX where the contribution of each member is RMXXXX.

The business is selling essential products for cats. Such products are cat food, treats, grooming supplies, collar and tag, leashes and harnesses, and beds for the little felines. The **MEOW MEOW & CO.** business focuses on providing the best quality products for cats and each essential product is under our own business brand. Cat food that we sell is available in two distinct sizes: 2kg and 4kg. While for the treats, there are several flavours for cats which are vegetable flavour, meat flavour, and also chewable. Then, the grooming supplies are sold in a pack so that pet parents do not have to buy each item separately which can cost quite a lot.

The store location will be at Whitten Eco Majestic, 43700 Beranang, Selangor. This location providing high visibility as well as nearest to a high population of residence. Thus, the business is decided to hang out one's shingle to maximise the best quality for pet parent products. Our location is a key advantage where only one established competitor is around the corner as our competitive advantages.

## **1. INTRODUCTION**

### **1.1 Name of the business**

The name of the business is Meow Meow & Co. The “meow meow” is the sound of a cat which defines the business name and its purpose of selling essential items for little felines. We use Co. as it shows that our business is a form of partnership.

### **1.2 Nature of business**

Meow Meow & Co. is a business that specialises in selling a variety of items for cats in order for them to enjoy their daily life. Many essential items are sold in the business which are cat food, treats, grooming supplies, collar and tag (a set), leashes and harnesses, and beds.

### **1.3 Industry profile**

The statistics of cats’ ownership in Malaysia has been revealed in 2020 that our country has reached 34% of cats’ ownership and is increasing each year despite the covid-19. The number of cats in 2018 in Malaysia has been stated to be 795,000 cats and is increasing each and every year.

Meow Meow & Co. is a business that cares about the wealth of cats around the globe, especially in Malaysia. This business then provides the selling of essential daily products for cats and the pet parents. Those items would be important for little felines as they served the purpose of treating cats with love and caring about their health and lifestyle.

### **1.4 Location of the business**

The company's location has been picked in a strategic area with a population of 92,491 people in Semenyih, Selangor Darul Ehsan. The majority of the people who live in Semenyih and in the residential area nearby are among those who are owning cats and financially stable. Thus, it makes the Meow Meow & Co. great to begin its business in these residential areas.

The residential area is among the most financially stable people because the houses cost more than RM2,800,000 and above. The ownership of cats is quite high which makes a strategic location for the business to start its journey here.