



اُونِيُوَرْسِيْتِيْ تِيْكُونُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN BUSINESS STUDIES

BM1116M1

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

EFFLORESCENCE'S CHILDCARE CENTER

PREPARED FOR

MISS SITI FARAH BINTI LAJIM

PREPARED BY

NAME	MATRIX NO
KHADIJAH BINTI MOHAMAD HUSSAIN	2011694574
TERRY ANAK RICHARD	2011414842
MUHD HAFIDZ BIN ASRI	2011680358
NURUL FARINA BINTI FAUZALI	2011648634
NUR AZEERA BINTI HASHIM	2011826062

DATE OF SUBMISSION

17 MARCH 2014

CONTENTS

ITEMS	PAGES
INTRODUCTION	
SUBMISSION LETTER	1-2
LOAN APPLICATION LETTER	3
ACKNOWLEDGEMENT	4
EXECUTIVE SUMMARY	5
INTRODUCTION TU BUSINESS PLAN	6
LOCATION	7-8
PURPOSE OF BUSINESS PLAN	9
SHAREHOLDERS AGGREMENT	10-12
PARTNER CONTRIBUTION	13
COMPANY BACKGROUND	14
FACTORS IN SELECTING THE PROPOSED BUSINESS	15
BUSINESS LOGO	16
MISSION AND VISION	17
NAME OF THE COMPANY	18
BACKGROUND OF THE SHAREHOLDER	19-23
<u>ADMINISTRATION PLAN</u>	
INTRODUCTION	24
ADMINISTRATION OBJECTIVES	25
ADMINISTRATION STRATEGIES	26
ORGANIZATIONAL STRUCTURES	27
JOB DESCRIPTION	28-30
SCHEDULE OF REMMUNARATION	31

Efflorescence's Childcare Center

SUBMISSION LETTER

KhadijahBintiMohamadHussain,
Diploma in Business Management,
UniversitiTeknologi MARA (UiTM), Sarawak
Mukah Campus
Jalan Boulevard
99999 Mukah
Sarawak.

Miss Siti FarahBintiLajim
ENT300 Lecturer
UniversitiTeknologi MARA (UiTM), Sarawak
Mukah Campus
Jalan Boulevard
99999 Mukah
Sarawak.

17 March 2014

Miss,

RE: SUBMISSION OF BUSINESS PLAN

As the representative of our company Efflorescence's Childcare Center, I would like to submit our business plan for your evaluation and further action. We are very grateful because we can complete this assignment and we gain useful knowledge and we have a lot of experience while doing this assignment. We also would like to thankful to you because you have thought us and sacrifice your time in order to make everything perfect. We are so thankful and we appreciated it.

Efflorescence's Childcare Center

EXECUTIVE SUMMARY

Our company name is Efflorescence's Childcare. The business has been decided on five partnership. Each of our members has contributed certain amount to start our business. Our main business activities is to provide the best service of children care in Mukah town. This business will open up on 1st June 2015.

All partners are encouraged and entitled to participate in all business management. We all have agreed that **Khadijah Binti Mohamad Hussaini** is the General Manager, **Terry Anak Richard** is Administration Manager, **Muhammad Hafidz Bin Asri** is Operational Manager, **Nurul Farina Binti Fauzali** is Marketing Manager and **Nur Azeera Binti Hashim** is Financial Manager.

The management team will be led by the General Manager and the other departments will be represented by their own manager of each department. The general manager is responsible in controlling, leading, organizing as well as plan the entire business. The administrative manager will be responsible in doing for all job relating to office administration. The marketing manager will be responsible in preparing the marketing process which includes the process of identifying the target market, determining the size of market, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operation manager of our business is controlled and monitored the operation process. This is where quality control and productivity will take place in order to improve the efficiency of the workers.

Finally, the financial manager will handle financial matters such as preparing for the budgets and financial statement for each department. All the financial statement need to be taken care properly by our financial manager.

Efflorescence's Childcare Center

INTRODUCTION TO BUSINESS PLAN

A business plan is a written document which described the proposed business of project to be undertaken in a comprehensive manner. It is also known as a working paper, business proposal, project paper or prospectus. Without such a plan a business is likely to drift it enable management to think thru the business in a logical and structured way and to set out the stages in the achievement of the business objective.

Efflorescence's is a children care which serves service to help busy parents to taking care of their children. We also provide class that will teach our children basic needs before go to entering a true school world. This business has been agreed by all the partners of the business. all partners of this business have agreed that we will contribute some capital to cover and support this business. we have contribute some amount to open this business to buy things that we needs. We have choose partnership as our form due to the fact that we are able to share all profits as well contributes ideas, knowledge and experience in order for the business to constantly achieve high productivity. More partnership, more ideas will come and we will have many type of ideas that will bring successful to our business.

The main reason we choose children care as our business is that we have make our survey and research in Mukah town that only have 1 children care in Mukah town that only limit 35 person children. We think that Mukah should have more than 1 children care because they is a lot of parents that work and do not have any time to take of their children. With this parents can send their children to children care and they can continue their work.

Apart form that, we give opportunity to local people to have job because some of them is hard to find a job.