

ENT 300

84°/6

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

“RAFFLESIA NURSERY CENTRE”



NAME OF PARTNERS:

- | | |
|--------------------------------|------------|
| 1. AYU ZULAIKA BINTI ATHANAZIR | 2010439714 |
| 2. NIA NADHIRA BINTI ZAINORIN | 2010878464 |
| 3. NURUL ATHIRAH BINTI ROMZI | 2010669628 |
| 4. ROSZIE BINTI ROSDI | 2010875382 |

PREPARED FOR:

MR JATI KASUMA ALI

DIPLOMA IN QUANTITY SURVEYING

FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

DATE OF SUBMISSION:

RAFFLESIA NURSERY CENTRE

Table of Contents

EXECUTIVE SUMMARY	5
AGREEMENT OF PARTNERSHIP	9
INTRODUCTION	12
Name of the Company	13
LOGO RATIONALE.....	13
Nature of Business	14
COMPANY BACKGROUND	14
LOCATION.....	15
FACTORS IN SELECTING PROPOSED LOCATION	16
FACTORS IN SELECTING THE PROPOSED BUSINESS	17
FUTURE PROSPECTS OF THE BUSINESS.....	18
FUTURE PROSPECTS OF THE BUSINESS.....	18
PURPOSE OF BUSINESS PLAN.....	19
PURPOSE OF BUSINESS PLAN.....	19
PARTNERS PROFILE:	20
MARKETING PLAN	28
INTRODUCTION TO MARKETING PLAN	29
MARKETING DEFINITION.....	30
MARKETING OBJECTIVES.....	31
PRODUCT DESCRIPTION	32
MARKET ANALYSIS	35
TARGET MARKET	36
MARKET SIZE	37
MAIN COMPETITORS.....	38
MARKET SHARE	39

EXECUTIVE SUMMARY

Our company is called Rafflesia Nursery Centre. Our nature of business is education. We provide an early education for four-year-old children and below to expand their potential to being the next great generation through holistic education. Rafflesia Nursery Centre is Partnership Company consists of four members which is General Manager, Marketing Manager, Financial Manager while Administration Manager and Operational Manager are handled by one person.

Nia Nadhira binti Zainorin will be the leader of the company which is the General Manager of Rafflesia Nursery Centre while Nurul Athirah binti Romzi as our Marketing Manager, Roszie binti Rosdi will be Administration Manager and also will be responsible to manage operational section and Ayu Zulaika binti Athanazir is our Financial Manager.

We provide education to the children as well as taking care of them while the parents are still at work. Our services focus on one to four years old children and to parents who are working at Sarawak General Hospital and for parents who are living in the neighbourhood. We offer the children with an intellectual form of programmes such as pre-reading and mathematics as well as supporting the overall development of socio-emotional development, physical, cognitive and language. To make the children more comfortable in our nursery, we provide food and drink that clean, fresh and nutritious.

Moreover, we choose to open a nursery because it is a good opportunity to expand the business in this industry. We are also corresponding to the government that suggesting to setting up a child care centre at a work place. This is to ease the parents who are working at the proposed area. Other reasons why we choose this business are because we have less competitors of the same business nature on the chosen location and to develop an early education for the children.

RAFFLESIA NURSERY CENTRE

PURPOSE OF BUSINESS PLAN

The main purpose of this business plan is for the reference of several parties. It is also to attract the attention of related agencies to have their interest in the business plan. The parties that need to be exposed to this business plan such as:

The Entrepreneurs (Rafflesia Nursery Centre Managers)

This business plan is used as a guideline for managing the proposed business venture. Business plan is also prepared to allocate resources effectively to avoid unnecessary wastage and to ensure optimum returns on investment.

Financial Institution

This business plan is prepared by Rafflesia Nursery Centre for the purpose of obtaining working capital loan from relevant financial institution. It also can be used as a communication tool to convince potential investors of the viability of a proposed venture.

Suppliers

To make sure that the suppliers are convinced that both business and the entrepreneur are able to meet the required payments on purchase. It is also to make sure the continuation of business deals and to convince the suppliers of the company's capability of handling business.

Company Staffs

To make sure the staffs know their own responsibilities towards the company's goal, vision and mission so that they know what they have to do to achieve the company's goals in certain period of time. They also have to be convinced of their jobs and the growth potential of the company. Business plan also convinced them of the attractiveness of working in education industry.

Customers

Business plan is prepared for the customers so that it can persuade the customers until they have confidence to do business with Rafflesia Nursery Centre.

RAFFLESIA NURSERY CENTRE

INTRODUCTION TO MARKETING PLAN

In our organization, we use direct marketing channel. This is because we as a nursery centre are dealing with parents, who are our customers. Our customers are parents who are working and living near Jalan Crooshank and have 1 year old to 4 year old kids and also employees at the Sarawak General Hospital. Marketing is a critical activity in our business because it forms the backbone to the total business effort in achieving a profitable outcome.

Our company tries to produce and offer a product that result in profit for the business and more importantly satisfied the targeted customer. Our company which is Taska need to fulfil all the customer's needs and wants so that they will enjoy and satisfied when using our services and continue to contribute to the business sales profit.

We focus on customer satisfaction first and the profit. Even though it is a long term view to do business, satisfied customer will most likely come back for more and continue to contribute our services by give more profit. Our Taska is located at strategic place that suitable for children safety. This is one of our strategic marketing plans. Through strategic marketing we attempted to determine how our organization competed against our competition in a market place.

To ensure that our business is well known, we will analyse the market by identifying the target market, determine market size, market share, and our market segmentation. We also develop sales forecast and strategies and the most importantly is identify competitors.