



UNIVERSITI TEKNOLOGI MARA  
KOTA SAMARAHAN 2



ENT 300 BUSINESS PLAN

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Finally, we would like thank our beloved family who had continuously given us their support which has helped us to complete this business plan with less pressure. We also wanted to thank them for their financial support which is quite important for us to complete this business plan. We hope that the process of completing this business plan would give us something beneficial for our future.



**EXECUTIVE SUMMARY**

Rainbow Daycare is a full-service nursery dedicated to consistently provide a high customer satisfaction. Our business is in the form of partnership. Each partner has contributed an agreed amount of capital as stated in our agreement. Rainbow Daycare provides early formal education to the clients from the first moment they enter our nursery despite doing our responsibilities of taking care of their welfare. Our nursery shall be located at Lot 80, Lorong 2, Jalan Muda Hashim, 93400 Kuching, Sarawak.

All partners will participate in managing the business. We have agreed that Radin Noor Suzilaazwa Farawati Binti Radin Narawie is the General Manager, Nurhasninabila Binti Lahman is the Marketing Manager, Norhanifah Binti Sharkawi as the Operation Manager, Siti Nur Nabilah Binti Roslan Jeffery as the Administration Manager and finally, Erwin Ashley Dalang as the Financial Manager.

The management team will be lead by the General Manager and other managers will help in the other process. The general manager is responsible in controlling, leading, organizing and plan the entire business. The administrative manager will be responsible in all the office administration related jobs. The marketing manager will be responsible in preparing the marketing processes which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operation of our nursery is controlled and monitored by the operation manager. This is where quality control and productivity will take place in order to improve the efficiency of the workers. Lastly, the financial manager will handle financial matters such as preparing for the financial statements from the budgets prepared by each department.

## **INTRODUCTION**

Having a business plan is essential before starting a business as it serves as a blueprint and guidance for a proposed business project that one intend to undertake. The information gathered regarding the business is used in the business plan to propose strategies, predict viability and forecast success for the business.

Rainbow Daycare is a business that provides services of taking care and educating the children with working parents with informal education. This business has been agreed by all the partners of this business. All partners have agreed to abide to all terms and conditions of the partnership agreement to contribute some capital according to the allocated shares. We have chosen partnership as our form of business because by doing so, we are able to share all profits besides being able to contribute ideas, knowledge and experiences in order to achieve high productivity.

In order to make this business plan to run smoothly, we have to manage our business efficiently and effectively so that we can achieve our business goals. Every aspect which includes the general plan, marketing plan, operation plan, administration plan and financial plan must be considered carefully. We have learned how to overcome any problems that will happen during the preparation of the business plan and in the future.