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FUNDAMENTALS OF ENTREPRENUERSHIP
ENT 300

POPPET INC.

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EXERCUTIVE SUMMARY

The name of our company is Poppet Inc. The business we are going to conduct is mainly on providing nursery service for pets especially for cats and dogs. The name of our pets' hotel is Pet Hut. Our business is located at One Jaya, 3rd floor, subplot 31, Jalan Song, 93350 Kuching, Sarawak. In this business, there are five shareholders altogether and it is a partnership organization. All partners are entitled to participate in the business management. Every shareholder has contributed his or her individual shares for this business.

It is divided into four main parts departments of management, which is administration, marketing, operational, and financial department. These four sections will be the backbone for this business to grow and operate systematically according to the company plans.

The role of an administration manager is to carry out and accomplish the task given by the general manager according to the goals of this company and indirectly would be a personal assistant. Furthermore, administration manager is responsible to inform the budget, organization chart, job description and such.

As for marketing and operation the responsible is to plan and handle the business in order to obtain maximum profit to determine the percentage of profit and the allocation of raw material which eventually affects both operations and marketing. Apart from that, they are also responsible to determine the strategies of promoting our business and the operation process.



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INTRODUCTION

NAME OF COMPANY

Our company name is Poppet Inc. We chose the name 'Poppet.' because the name is relevant and related to our business activities. The meaning of 'Poppet' is that we use to call our pets that we love the most. It also means that we are providing a temporary shelter for people's pet when they are away from their home and there is no one they can rely on in taking care of their pets.

NATURE OF BUSINESS

Poppet is a partnership organization and is managed by five Bumiputras shareholders. Our organization provides a business that gives service to customers. Specifically, our business deals with any activity regarding taking care of cats and dogs. Our activities involve feeding the pets, giving them a bath, taking care of the pet's health, and providing entertainment and also providing necessary needs for the pets.

INDUSTRY PROFILE

The industry we are venturing is quite new to us. According to the research that we have done on the internet, we are able to identify that there are only a few pet hotels in Sarawak.