



اُنْدُوْسِيْتِي تِكْنُوْلُوْجِي مَارَا
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DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**



SENIOR CITIZEN
HOMECARE

BUSINESS PROPOSAL

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LETTER OF SUBMISSION

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INTRODUCTION TO THE BUSINESS

| | |
|--|--|
| Name of business | Senior Citizen HomeCare |
| Nature of Business | Senior citizen daily care services |
| Industry profile | Children can send their parents while the working day |
| Location of business | Petra Jaya, Kuching Sarawak |
| Date of business commencement | 1 st January 2015 |
| Factors in selecting the proposed business | Nowadays, children have not enough time to take care of their parents because they are busy with their work. |
| Future prospect of the business | <ol style="list-style-type: none">1. To help them to become more socialize2. To fill-up their leisure time with activities3. To make sure their health in good condition |

PURPOSE OF BUSINESS PLAN

1. To evaluate the project viability and potential of growth.
 - By doing studies related, we revealed the growth potential so that we can explore and expand or business in terms of premises, customers, and capital.

2. To gain profit.
 - We are not going to run the business in loss. Thus, the Business Plan is essential in order for us to plan, calculate and come out with efficient and effective operation plan but financed by the least cost able.

3. To act as guidelines for the management of the proposed business.
 - The Principle of Management stressed that, the work to be done must according the plan written. Any deviation is the additional cost, which is a burden.

4. To allocate business resources effectively
 - We are very particular for every penny which would come out from our pocket. The spending value must return the reasonable benefits. Thus, the resources are effectively and efficiently utilized.

INTRODUCTION TO MARKETING PLAN

According to the Fundamentals of Entrepreneurship text book, marketing is defined as the activities that are carried out systematically to encourage and increase sales of products or services as long as the activities are in line with religious and ethical practices. Marketing effort are focused on the new and prevalent concept of marketing, which is to satisfy the customer's needs and wants. The marketing concept rests on the philosophy that all marketing activities must satisfy customer needs and wants, and at the same time achieve the targeted profits. Firstly, before doing a business, we must need to know how to differentiate between consumer needs and wants. Human needs are defined as basic physiological requirements in one's life such as need for food, drink, clothing, accommodation and security. While, wants can be the different forms of unfulfilled needs. It can be often influenced by one's culture, social upbringing, personality and religion and among other factors.

The business needs to offer product or services that are easily available to the targeted customer at the right place and time and at an attractive price. The total marketing activity needs to be planned and implemented in a systematic manner in order to achieve the business objectives.

A systematic marketing effort is essential to ensure that customers are attracted and motivated to purchase the product or services offered. Systematic marketing efforts help to sustain and increase sales by encouraging repeat purchases. Marketing is basically an exchange activity that takes place between a business entity and its customers. Marketing is a critical activity in any business because it forms the backbone to the total business effort in achieving a profitable outcome. The challenge in any business is to produce and offer a product that results in profit for the business and, more importantly, satisfies the targeted customer.