



اَوْنِيُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ فَاْرَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)

PAWFURRY CAT SHOP

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3.0 EXECUTIVE SUMMARY

The name of our company is Paw Furry Cat Shop. The business is the form of partnership which consists of four members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is service for cat. Apart from being service to cat, we also sell cat products such as equipment, foods, and accessories. We provide the place for grooming the cat, boarding the cat if the customers want our shop to taking care of their cat when they are busy with daily works, and bathing if our customers does not have time to do so. Our concept is also accurate and suitable with the campus way of life and officer worker. There are no sleeping partners and all are entitled to participate in the business management.

We had agreed that Madelina Caroline Shearer AK Apoi as our General and Administration Manager, Shielda Shannen Anak Piking as the Operation Manager, Stephanie Anak Jamit as Financial Manager and Melanie Endol Anak Paun as Marketing Manager. The selection of General Manager is based on consensus among all the partners and selected based on experience, skills and ability of the partner. The management team will be led by the General Manager and assist by the other managers.

The General Manager is responsible in planning, leading, controlling, and organizing the business. Other than that, The Administration Manager is responsible to the remuneration schedule of salary and wages. The Operation Manager is responsible for the entire job that related to the operation and will be supervise and coordinate the operation of the business.

Besides, The Marketing Manager will be responsible to create the marketing plane, identify the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Manager will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of money within the organization.

1.1 INTRODUCTION TO BUSINESS PLAN

The business plan of PawFurry Cat Shop was held to promote a sense of compassion and caring for the pet flying. This business plan gives opportunity for us to assess the business in the future. We had decided a partnership business which provides cat care concept. The business is in the form enterprise which consists of five shareholders.

All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as a ratio. We had chosen this kind of business because its shows the equality and no one will be discriminated as the profit and losses are equally divided in the end of the accounting period.

In addition, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time.

1.2 NAME OF THE COMPANY

The name of our company is PawFurry Cat Shop . We had chosen this name due to the concept that we want to introduce to our customers which represent our own tag-line “we serve, we care” means that cat care concept and also selling products and accessories. “Paw” represent foots of the cat, “Furry” represent fluffy animal, “Cat” represent kitten and “Shop” represent where our goods and services are sold. We provide grooming, boarding, bathing services and sells cat product and accessories

We found that “Paw Furry Cat Shop” is a cute and catchy name to promote our company. This name sounds friendly to cat lover and attractive to others customers that. We hope that with this name, our company will be known by local people of Mukah, especially area New Town Ship , so that cats owner in that town will choose our shop to send their cats for our services and products.