



اُونِيُوَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

# WONDERUZ KIDS HOUSE

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Wonderuz Kids House,  
No. 15, Jalan Hibiscus 2,  
Taman Tiya Vista, 94300,  
Kota Samarahan,  
Sarawak.

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Ms. Siti Farah bt Lajim,

Lecturer of Fundamental of Entrepreneurship (ETR300)

Universiti Teknologi Mara Sarawak,

Jalan Meranek, 94300 Kota Samarahan

Sarawak.



**Wonderuz**  
**Kids House**

7 April 2010

Dear Ms,

**Re: Submission of Business Proposal**

We are hereby present you the project of Basic Entrepreneurships (ETR300) as authorized by you on the first week of the years 2010. We have decided and agreed that our business name is "Wonderuz Kids House", and we proudly submit to you the completed and final business plan of our group on this date as agreed before.

## EXECUTIVE SUMMARY

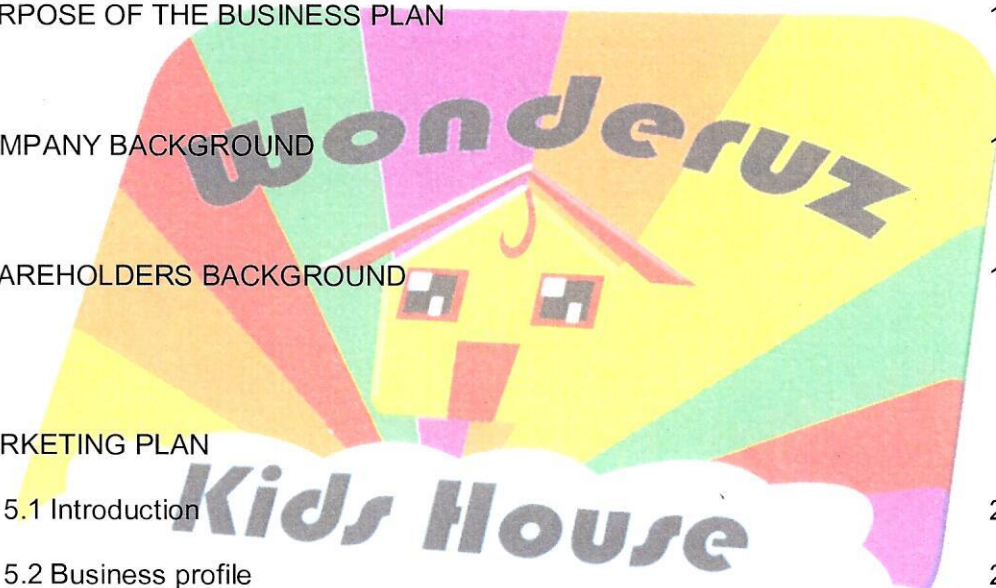
Our company is known as Wonderuz Kids House. The business is in the form of partnership, which consists of six members. Each partner contributes certain amounts of cash as agreed in our agreement. We also get a loan from Bank Rakyat. Our nature of business is providing services. Generally our business will be operating at No. 15, Jalan Hibiscus 2, Taman Tiya Vista, 94300, Kota Samarahan, Sarawak.

All partners are entitled to participate in the business management. We have agreed that Nur Kamilah Abd Razak is the General Manager, Marketing Manager : Norfariza Zahayat and Cahya Farhana Suria , Operation Manager : Nurul Afira Abd Jalil, Finance Manager : Maylia Ak Ranying, Administration Manager : Catriona Ak Dana

The management will be lead by General Manager and assisted by other managers. The general manager is responsible in controlling, leading, organizing, and planning the entire business. Administration Manager is responsible for the entire jobs related to office administration. The marketing Manager is responsible in preparing the entire marketing plan. This includes identifying the target market share, develop sales forecast and develop the marketing strategies

The operation of our business is controlled and monitored by Operation Manager. The financial Manager will take responsibility in preparing budget for each department and financial statement for our company.

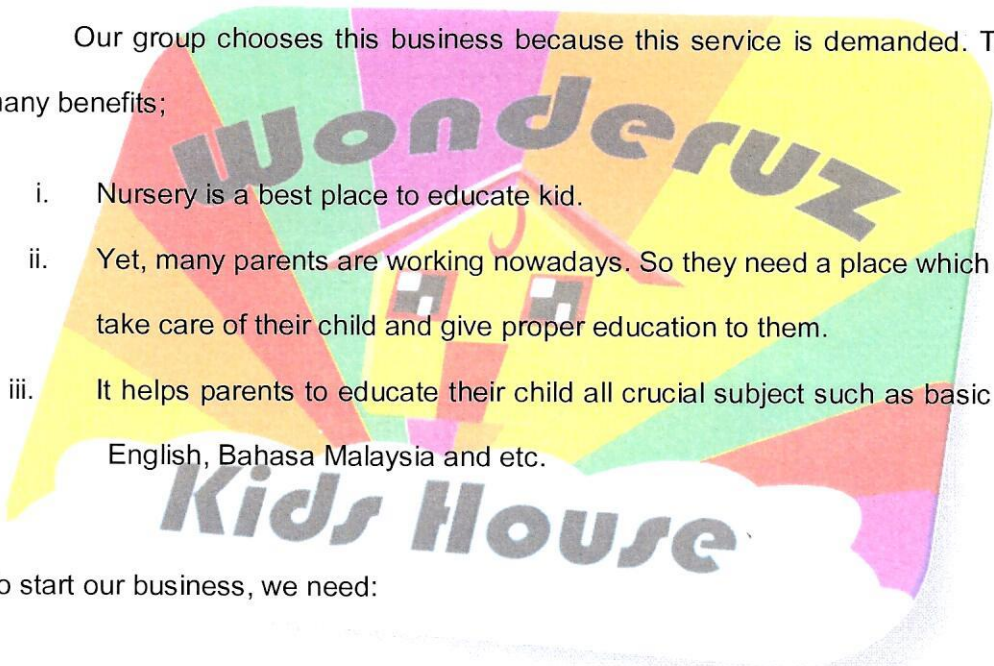
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## 1.0 INTRODUCTION

Now days, people are busy doing work. Most of them are parents which have small children. There are many parents looking for best nursery for their child age 3 month to 4 years old. Therefore we would like to take this opportunity to establish a nursery service.

Our group chooses this business because this service is demanded. There are many benefits;

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- i. Nursery is a best place to educate kid.
  - ii. Yet, many parents are working nowadays. So they need a place which can take care of their child and give proper education to them.
  - iii. It helps parents to educate their child all crucial subject such as basic science, English, Bahasa Malaysia and etc.

To start our business, we need:

- a) Capital - Our capital come from all partner cash contribution which total RM34, 717 and also loan that we get from Bank Rakyat total RM45, 341.
- b) House - We need a house as a place for our business to operate.