

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

MAYALENSE STUDIO SDN. BHD.

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Perpustakaan
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SALINAN FOTO TIDAK DIBENARKAN

1.0

INTRODUCTION

1.1 Introduction to the Business

Introduction to the Business	
Name of business	MayaLenseStudio
Nature of business	Services ; The business is a photography-oriented business and offers a complete photography services such as taking photos.
Location	Office and Photography / Digital Studio : Putatan, Kota Kinabalu.
Business / Correspondent Address	Lot 1.29, Bangunan Golden Centre, 88200, Putatan, Kota Kinabalu, SABAH.
Operational Date	
Business Plan is prepared for?	a. Each of the partners of the company. b. Prospects / Future Customers and Targeted Market. c. Future Investors (who might be interested of investing in the company).

2.0

PURPOSE

2.1 Purpose of the Business Plan

Business Plan Purposes of MayaLenseStudio	
1. Why this business plan is prepared?	<p>The main reasons of this business plan is prepared are as follows :</p> <ul style="list-style-type: none">a. It will be the clear and proper guidance for each of the partners of the business in order to runs the business smoothly once it operates.b. To plans the whole business' activities as well as the function of each department in the business. The planned workflows will then be implemented accordingly.c. To prepare a clear budget of each business's department so that the budgets will not exceeded the business's main capital.d. To prepare a clear and complete financial report of the business to be presented towards the future investors who might be interested in investing to the business.e. To plans an effective and efficient marketing promotion of the company's services to attract the company's prospects and future customers.

2. Is the purpose to get financing?	The business is not intended on getting any short-term or long-term financial obligations.
3. Who asked for the financing?	Kindly refer to the above explanations, Number 2.
4. How much financing is the needed?	Kindly refer to the above explanations, Number 2.
5. How the financing is going to be utilized?	Kindly refer to the above explanations, Number 2.
6. What help this financing will give to the company?	Kindly refer to the above explanations, Number 2.
7. How the company going to pay back the financing?	Kindly refer to the above explanations, Number 2.
8. Is there any other alternative source of financing to ensure the proposed project is successful?	As one of the reason our business prepared this business plan is to attracts future investors who might wants to invest in the company's share, therefore, the company other alternative source of financing is the future investors.