



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

FAIRY TALE SALOON

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## **1.0 INTRODUCTION**

### **1.1 EXECUTIVE SUMMARY**

Fairy Tale is a business that deals with variety fashion of hairstyle industry in Malaysia. From the establishment of Fairy Tale, we come out with The Saloon shop for kids. By walk in to our Saloon shop, customer will be serves with better service and experience wonderful moment once enjoying our services.

The name of Fairy Tale is chosen because we are providing a service for the children. For our services, the hairstyle can be choose based on what customer want, various fashion of hairstyle was available for our customer. So, parents can freely choose what style they want for their kids.

The location for our shop is at One Borneo Hyper mall, Sepanggar. From the location chosen, we believe that it is a strategic place to attract customers which we are targeting school and a parents. The differences of our services may bringing satisfaction, happiness, and joy to customer. Furthermore, we also come out with other alternatives to serve our customer, where provide a good condition of the saloon shop and the customer service.



## 1.2 BUSINESS PURPOSES

A company should require a business plan for any new operating group, division, or subsidiary being formed. The information stated in business plan is completely used for business purpose. So that, the main purposes of preparing our business plan are:

- i. To analyze and to evaluate the project viability and growth potential of our business, through business plan, we can use the information to complement the planning and decision making process related to our business.
- ii. To apply for loans or financing facilities from relevant financial institution. In business plan, all statement of cost related to our business will be stated in detail. This is important, as the source of references for the financial institution that we choose to apply for a loan.
- iii. To act as a guideline for the management. The business plan usually contains a plan and strategies which set for a company. To make the proposed business to become true, these plans and strategies outlined in the business plan will provide the standard as a guide and for us to measure our business progress.
- iv. To allocate business resources effectively. In business plan, there are involved the administration plan, marketing plan, and financial plan. All information in each of this plan is important to lead our company to proper organizing, staffing, leading and controlling. There also can support to accomplishment of our enterprise objective.