



اُنِيُوْا سِيِيْا تَتِيْكَوْا لِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN**

**MYKINDASHOT**

**PHOTOGRAPHY**

**PREPARED BY**

FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT  
(BM111)

SEMESTER : 5

PROJECT TITLE : BUSINESS PLAN (MYKINDASHOT)

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**SUBMISSION DATE**

11<sup>th</sup> JUNE 2018

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## **EXECUTIVE SUMMARY**

This business is based on partnership which consisted of four members. We agreed that Nur Qamarina Afiqah bt. Rabaie will be our General Manager as well as the Administrative Manager. There are also other managers that will be assisting her which are Addi Cosmos ak Kisi as the Operational Manager, Ahmad Syafik b. Affendi as the Marketing Manager and Calyn Leu ak Siming as the Financial Manager. After going through some discussions, we decided to name our business as “MyKindaShot” and this idea came from the type of photos that we took that is kind of different than others.

Our business is located at Taman Boulevard Setiaraja, Mukah, Sarawak. We chose this location for our shop because it is easy to find, near residents and also supermarkets. This enables us to reach our target market and it is easy for us to find raw materials that we need for our business such as printer colors, papers, laminate, frames and so on. Our company will be commenced on 1<sup>st</sup> January 2019.

Our main activity for this project is providing photography service to our customers. The quality of the photos and videos are guaranteed high and can meet the customers’ demands. We also provide classes for those who are interested in photography industry. In addition, we take copyrights seriously in this project as we do not copy others’ works and use our own creativity to produce high quality products. The photos and videos made are guaranteed from us and not copied.

We open our shop from Monday until Sunday which is from 9 in the morning until 6 in the evening. During the period of time, our business will operate for the customers to come to arrange their appointments with us to do photo shoots and also to those who are freely to come at any time because we also provide passport photo shoot service and printing including claiming their photos that has been taken before.

**MYKINDASHOT**

## LETTER OF SUBMISSION

Semester 5,  
Diploma in Business Management,  
Universiti Teknologi MARA (UiTM) Mukah Campus,  
KM 37, Jalan Oya,  
96400 Mukah,  
Sarawak.

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Madam Agnes Kanyan,  
Entrepreneurship Lecturer (ENT300),  
Universiti Teknologi MARA (UiTM) Mukah Campus,  
KM 37, Jalan Oya,  
96400 Mukah,  
Sarawak.

Dear Madam,  
Submission of Business Plan Proposal

Referring to the subject stated above, we would like to submit our ENT300's project of business plan.

2. This business had been completed according to the guideline and requirements given to us. It constructed to serve as the blue print and guide for a proposal business venture which covers administration, marketing, operation and financial aspects of management.

3. We hope that this business plan we proposed does fulfill your requirements. Any mistakes and lack in any areas falls on us. We accept any comments and remarks on our project in order to help us improve better for the project as well as ourselves. Thank you for your guidance and time to go through our business proposal and analyzing it. With all our efforts, we hope that you will approve this business plan that we created. Finally, with the cooperation that arises among us can enhance a good collaboration.

**MYKINDASHOT**

## 1.1 INTRODUCTION TO THE BUSINESS

- Name of the business : MyKindaShot
- Nature of business : Partnership
- Industry profile : Photography Industry
- Business location : Taman Boulevard Setiaraja, 96400 Mukah, Sarawak.
- Date of commencement : 1<sup>st</sup> January 2019
  
- Factors in selecting the proposed business :
  - 1) Our interest in photography to capture each and every moment in life.
  - 2) The needs and wants for photography service is highly demanded in this area.
  - 3) There is less competition in this business for this area which in our observation, there is only 2 companies so far that provides this kind of service.
  - 4) We want to let people know our main purpose is to make sure that this particular sector may succeed in business industry and contribute to country's economy.
  
- Future prospects of the business :
  - 1) The target of our company is to expand our business by providing the service of photo and video in events such as wedding, modelling or family photo shoot or any other event.
  - 2) We target to add more services to our customers such as photo editing, printing, passport photo, outstation service and give talk about photography for those who is interested especially students.