



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Negeri Sembilan  
Kampus Seremban

**COLLEGE OF COMPUTING, INFORMATICS AND MEDIA  
DIPLOMA IN ACTUARIAL SCIENCE (CS112)**

**BUSINESS PLAN GROUP ASSIGNMENT  
THE BARBER ARCADE'S  
CS1125A**

<b>NO</b>	<b>NAME</b>	<b>STUDENT'S ID</b>
<b>1</b>	<b>KHAIRI MATTIN BIN AMIR HAMZAH</b>	<b>2022679814</b>
<b>2</b>	<b>NIK FARHAN BIN NIK ABDULLAH SUHAIMI</b>	<b>2022696528</b>
<b>3</b>	<b>MUHAMMAD AIMAN BIN AZAMAN</b>	<b>2022664892</b>
<b>4</b>	<b>AMEERUL AFIQ BIN MOHD RAMADZAN</b>	<b>2022841102</b>
<b>5</b>	<b>HAMZAH BIN ADZHAR</b>	<b>2022679136</b>
<b>6</b>	<b>MUHAMMAD AQIL IZZUDDIN BIN NORZAIDI</b>	<b>2021815418</b>

## CONTENT

<b>OVERVIEW</b>		<b>Schedule Of Remuneration</b>	<b>47</b>
		<b>Office Equipment</b>	<b>47</b>
<b>Executive Summary</b>	<b>3</b>	<b>Office Furniture</b>	<b>47</b>
<b>Introduction to the Business</b>	<b>4</b>	<b>Marketing Budget</b>	<b>48</b>
<b>Business Plan's Purpose</b>	<b>5</b>	<b>Introduction Of Operational Plan</b>	<b>49</b>
<b>Business Background</b>	<b>7</b>	<b>Operational Objective</b>	<b>50</b>
<b>Partnership Agreement</b>	<b>8</b>	<b>Operational Proocess</b>	<b>51</b>
<b>Partners Background</b>	<b>9</b>	<b>Operation Layout</b>	<b>54</b>
<b>Business Location</b>	<b>15</b>		
<b>ADMINISTRATION PLAN</b>		<b>Production Planning</b>	<b>55</b>
<b>Introduction to the Administration Plan</b>	<b>19</b>	<b>Material Planning</b>	<b>58</b>
<b>Organizational Structure</b>	<b>22</b>	<b>Machine And Equipment Planning</b>	<b>59</b>
<b>Administrative Manpower Planning</b>	<b>22</b>	<b>Business And Operational Hours</b>	<b>64</b>
<b>Schedule of Tasks and Responsibilities</b>	<b>23</b>	<b>License, Permits And Regulation</b>	<b>66</b>
<b>Schedule of Remuneration Planning</b>	<b>25</b>	<b>Operation Overhead</b>	<b>68</b>
<b>Compensation and Benefits</b>	<b>25</b>	<b>Operation Budget</b>	<b>68</b>
<b>List of Office Furniture and Fittings</b>	<b>26</b>	<b>Implementation Schedule</b>	<b>70</b>
<b>List of Office Equipment</b>	<b>27</b>		
<b>Administration Budget</b>	<b>28</b>	<b>FINANCING PLAN</b>	
 		<b>Introduction Of Financing Plan</b>	<b>72</b>
<b>MARKETING PLAN</b>		<b>Administrative Budget</b>	<b>75</b>
<b>Inroduction to the Marketing Plan</b>	<b>30</b>	<b>Marketing Budget</b>	<b>76</b>
<b>Introduction to the Services</b>	<b>31</b>	<b>Operation Budget</b>	<b>77</b>
<b>Target Market</b>	<b>34</b>	<b>Depreciation Schedule</b>	<b>78</b>
<b>Market Size</b>	<b>35</b>	<b>Pro-Forma Cash Flow</b>	<b>81</b>
<b>List of Competitors</b>	<b>36</b>	<b>Pro-Forma Income Statement</b>	<b>82</b>
<b>Market Share</b>	<b>38</b>	<b>Pro-Forma Balance Sheet</b>	<b>83</b>
<b>Sales Forecast</b>	<b>40</b>	<b>Financial Performance</b>	<b>84</b>
<b>Marketing Strategy</b>	<b>42</b>	<b>Financial Ratios</b>	<b>84</b>

## **EXECUTIVE SUMMARY**

The Barber's Arcade, located at G-21, Komersial Radia, Persiaran Arked, Bukit Jelutong, 40150 Shah Alam, Selangor, is a unique business concept that combines the art of grooming with the excitement of gaming. Our shop provides modern individuals seeking a blend of style, entertainment, and relaxation in one space. By offering top-notch barbershop services alongside gaming entertainment, we aim to redefine leisure and self-care for our target market.

Our mission is to provide a memorable experience where customers can unwind, socialize, and rejuvenate while enjoying exceptional services. Whether it's a fresh haircut, a shave, or an immersive gaming session with friends, The Barber's Arcade offers a seamless blend of functionality and fun.

We target a diverse audience, including teenagers, young adults, and families, who value quality grooming services and enjoy gaming as a form of entertainment. Our prime location in Bukit Jelutong ensures accessibility to our primary market, while our innovative concept sets us apart from competitors in both the grooming and entertainment industries.

The Barber's Arcade is equipped with modern facilities, high-quality grooming tools, and the latest gaming consoles to provide a premium experience. With competitive pricing and excellent customer service, we aim to build a loyal customer base and become a preferred destination for grooming and leisure in the region.

Our marketing strategy leverages social media, local advertising, and word-of-mouth to attract and retain customers. By creating a welcoming environment and consistently exceeding customer expectations, we project substantial growth in both revenue and market presence. Over the next three years, we anticipate steady increases in sales, driven by our commitment to quality and the growing demand for hybrid service offerings.

The Barber's Arcade is not just a business; it's a lifestyle destination where grooming meets gaming, redefining how customers spend their time and elevating their self-care routines.

## **1.INTRODUCTION**

### **1.1 INTRODUCTION TO THE BUSINESS**

In a world where leisure entertainment and personal grooming collide, a barbershop and gaming establishment provides a distinctive and cutting-edge experience that appeals to contemporary customers. Through this combination, a one-stop shop is created where customers can take advantage of expert grooming services and lose themselves in a cutting-edge gaming environment.

Imagine a place where fashion and entertainment collide: a barbershop with modern, cosy seats for precise haircuts and beard care, combined with a lively gaming lounge with cutting-edge consoles, PCs, and interactive settings. This company seamlessly and captivatingly combines two popular cultures, whether it's a quick haircut while gaming or a soothing method to decompress after a night out.

This hybrid idea appeals to people who want a little elegance and entertainment in addition to convenience. The company provides an environment where passion and personal care collide by cultivating a community of gamers and grooming lovers. This business has the ability to revolutionise the conventional barbershop and establish new standards for lifestyle services with the correct combination of talented barbers, top-notch equipment, and a carefully chosen gaming selection.

### Business Information Table

Category	Details
<b>Name of the Business</b>	The Barber's Arcade
<b>Nature of the Business</b>	Partnership
<b>Industry Profile</b>	Grooming and Gaming Services: A unique hybrid concept offering high-quality barbershop services alongside gaming console entertainment for relaxation and socializing.
<b>Business Location</b>	G-21, Komersial Radia, Persiaran Arked, Bukit Jelutong, 40150 Shah Alam, Selangor. Strategically located in a vibrant commercial area with significant foot traffic and easy accessibility.
<b>Date of Commencement</b>	1 January 2025
<b>Factors in Selecting the Proposed Business</b>	
i) Service Differentiation	A combination of grooming and gaming under one roof, offering customers a unique experience unavailable elsewhere.
ii) Adaptations to Trends	Capitalizing on the growing demand for experiential services that integrate leisure and lifestyle.
iii) Location	Situated in a premium commercial area surrounded by residential and business communities, ensuring a steady flow of potential customers.
iv) Skill and Expertise	Leveraging professional grooming skills and a deep understanding of the gaming industry to deliver top-notch services.
<b>Future Prospects of the Business</b>	