



FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN BANKING STUDIES

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
LETS KAROK

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TABLE OF CONTENT

No	Content	Page
1	Acknowledgement	
2	Introduction of company 2.1 Executive summary 2.2 Details of company 2.3 purpose	
3.	Company background	
4.	Partnership background 4.1 partnership details 4.2 partnership agreement	
5	Administrative Plan 5.1 Introduction to organization 5.2 Organization Chart 5.3 Schedule of Task and Responsibilities 5.4 Schedule of Remuneration 5.6 List of Office Equipment 5.7 Administrative Budget	
6.	Marketing Plan 6.0 Introduction 6.1 Product or Service Description 6.2 Target Market 6.3 Market Size 6.4 Competition 6.5 Market Share 6.6 Sales Forecast 6.7 Marketing Strategic 6.8 Marketing Budget	
7	Operation Plan	

	7.0 introduction 7.1 objective of operation 7.2 process planning 7.3 location plan 7.4 business and operation hour 7.4.1 service time 7.5 licences, permits and regulation 7.6 operation budget 7.6.1 list of equipment 7.1.2 budget of operation	
8.	Financial Plan 8.0 Introduction 8.1 Project Implementation Cost Schedule 8.2 Source of Funds Schedule 8.3 Fixed Assets Depreciation Tables 8.4 Performa Cash flow 8.5 Performa Profit and Loss 8.6 Financial Ratio Analysis	
9.	Conclusion	

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First of all, Alhamdulillah, praise to ALLAH SWT for giving us opportunity to finally complete our business proposal for ENT300 subject.

We, the group partner are accepting this as challenge to ourselves because it shows our passion and ability in doing so. For the prospect business, this project plan of business is hopefully can be as one way for us, to practise our ability and interest in other different way, to be a guideline to encourage our effort for becoming an entertain and succeed business proposal.

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Let's Karo'k is a full service operations that provides complete consulting services for karaoke that located at Lot 11 , Indah Permai Sepanggar , Kota Kinabalu. To ensure that we can meet the expansion activity, we need to draw the strategic plan that can be implemented within the stipulated timelines. In drawing the strategic plan, we need to identify its resources that can be utilized in order for us to meet our objectives that include time and employees. Let's karo'k also have various strategies that would apply to ensure that the services and products it offers to the market are acceptable to customer.

While there are many karaoke services like Let's Karo'K around Kota Kinabalu , Let's Karo'K will excel due its attention to detail regarding customer service. Through unheralded customer attention, Let's Karo'K will slowly but surely gain market share as it services the entire family , creating longterm relationship. Lastly , Let's Karo'K location will allow it to attract a lot of students since it is located in Universities area.

Let's karo'k is a company that deals with offering services to all customer that love to sing and need to release tension. We provide many songs with all kind of genres that customer can choose to sing to. There are two microphones in each room that customer can sing a duet song together with their partner. This has shown the calibre to be one of the most successful karaoke service in Malaysia.

We , Let's Karo'K saw the opportunity that tis business has the potential of success provided that this is handled efficiently. The people have always needed an entertainment centre just to release their tension and having fun. Let's Karo'K sees this as the way to prosper in this market , by taking advantage of all people's wants and needs.