

ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS REPORT: KALANGADAN TRADITIONAL
AND BEAUTY CENTER

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General Manager:

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1.1.3 NATURE OF BUSINESS

1.1.3.1 FACTOR OF SELECTING BUSINESS

This business is selected because it is profitable. As we know, people nowadays love to look beauty, health and elegant. However, most people today are very busy at work. Therefore, kalangadan will help them to stay beauty and health. They can also relieve their stress and tension.

Our business also located at the strategic location where the places are well known at Inanam jalan Tuaran. The shop lot chosen is at Inanam, Kota Kinabalu Sabah. The company is near to the bank such as alliance bank, RHB bank, BSN bank, CIMB bank, Hong Leong bank and May Bank. It is also near to the tourism places such as Mari-Mari Culture Inanam, Water fall kionsom, Bukit Kokol and the road near to the company is one way to other tourist place such as kundasang, kota marudu, kudat, tampaluri and so on. This makes our company source of benefit.

Other than that, our company is located near to the many factories and mechanises. Factories worker and mechanic usually the regular customer for reflexology centre as they work harder in the morning.

1.1.3.2 FUTURE PROSPECT OF BUSINESS

In the future the target market that we want to attract are all ages people and all gender who live and also travel in Sabah. However our main target is the tourist whose does not know about Sabah. Therefore, their travelling in Sabah could be meaningful.