



UNIVERSITI TEKNOLOGI MARA
SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP
ENT 300

BELLA VITA ENTERPRISE

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ACKNOWLEDGEMENT

In the name of GOD,

As a representative of Bella Vita Enterprise I would like to say thank you to everybody, especially to all my partners, which is struggling together with me to finish this paper work. All of them are:

Nur Hidayah Binti Nassar
Muhammad Abdul Fikri Bin Indara
Mohd Al-Hafiz Bin Sovester
Abdul Hadi Bin Mohd Yussof

We as a partner in this Bella Vita Enterprise, has sacrificed our time, our energy , our money and our effort to make our business plan work and also a good business plan.

We also would like to express our deepest gratitude and heartfelt appreciation to Sir Franklin Hazley for his continuous support and guidance in completing this assignment. It would not be easy without you.

Even though this business plan finally complete, we here want to apologies for the entire mistake that we made, either directly or indirectly while completing this business plan.

What the best thing while completing this business plan, we had learn how to become an entrepreneur. We can see an opportunity and applied it to our daily life. But the most important things is, it encourage us to become entrepreneur and not only depends to other people.

“We are young, but we had good advice and good ideas and lots of enthusiasm” **Bill Gates**

Truly,

(Alfazellawati Binti Hazwan)

General Manager

Bella Vita Enterprise

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1.0 INTRODUCTION

Bella Vita is a beauty salon that allows the entire family to have their hair, face and nails need satisfied in one convenient visit. The main service in our company is hair styling, make up specialist and manicure. The selection of 'Bella Vita' as our company's name is simply because we want our customer to be confidence and beautiful for life as the Italian saying of 'Bella Vita' carry the meaning of 'Beautiful life' in English .

There are many "quick salons" just like our company. However, many of these salons only provide minimum services that led people to search to get multiple services at the same, which will consume much time. Our company perceives an unfulfilled customer need for a low-cost salon that provides maximum flexibility and strong customer attention. By using this strategy, Bella Vita will gain significant market share and create critical long-term relationship with its clients.

Bella Vita Beauty Salon provides hair styling for the entire family. This includes hair cuts for men and women, as well as hair cuts for children. Shampoos will be offered for all adults services. For makeup service, our company will provide service for wedding ceremonies, engagement ceremonies and as well as everyday makeup if desire. Discount will be given to those registered as member in our company. For nail service, our company will provide service such as nail shaping, cuticle care, nail colouring and nail polish. Our company also give opportunities for customer to choose any gender of co-workers to serve them .

There is no person who does not want to look great, beautiful and confidence. However, in this rapid world of modernization, time to manage nails, hair as well as face is less because of the daily life work schedule. Working people are most likely preferred their beauty to be organized by salons especially nails and hair which could save more time.

Bella Vita Beauty Saloon would be set up as a partnership business. Each partner will join in hand to participate in managing the administration of the company. This is also meaning that we own and run this company as real partners and not only nominal partners.

Our proposed location for business operation will be place in Alamesra in Kota Kinabalu and be expecting to commence on January 2013. The selection of location is based on the competitors. We choose that location because it has lesser competitors compared to the other places such as Centre Point, Kota Kinabalu. In addition, Alamesra is also placed near Housing Park that will easier for people who lived near to come visit our company.

1.1 BUSINESS PLAN PURPOSES

- 1.1.1 To make the entrepreneur to realize our dream to establish the business organization which developed and competitive.
- 1.1.2 As a guideline for the management department to supervise the business progress.

1.2 BUSINESS OBJECTIVE

- 1.2.1 Expanding our business.
- 1.2.2 Provide good/excellent service and earn maximum profit.