



DIPLOMA IN PLANTING INDUSTRY MANAGEMENT  
ENT300-FUNDAMENTAL OF ENTREPRENEURSHIP  
ENCHANTRESS BEAUTY SALOON BUSINESS CATEGORY:  
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## **1.1 EXECUTIVE SUMMARY**

The number of people population in the world has been increasing rapidly include our state Sabah in Malaysia. Thus, the saloon also barber shop has been an important among the people nowadays as their self-confidence and follow the modern trending.

We provide the professional and experience barber that managing director that have been graduated in hair fashion from the well-known university. The barber also can do many kind of hair trend that popular nowadays.

The shop also offer the best service to the customer because our motto is “customer is always right”. We offer two kind of services that is indoor and outdoor. In indoor service, customer come to our saloon and we provide the service such as hair treatment, cutting hair and make-up. For the outdoor service, we provide the unique service that not establish yet. The service is the customer can make a phone call, and we will come to the location and offer the saloon services.

It is expected that our customer target is among teenager, high standard person and busy with their career job. The outlook for the saloon will attract people’s attention to come because we decorate the saloon based on the vintage decoration. We will make our own page on Facebook and Instagram to promote and get feedback. For the outdoor service, we will decorate our Van based on our company’s name, telephone number, and company’s logo.

We believe that our saloon will be main attraction and customer first choice to come because our strong element that has been put to our strategy.

## **1.2 PURPOSE**

The purpose we doing this business is too gain income, because it has potential to success. In addition, to fulfill the demand of the people that need this kind of services. The business that have been made is not establish yet, many people nowadays are busy with their working time and does not have time to go to the saloon. Thus, this service can give benefit to them as well to us.

The purpose of preparing plan in terms of financing, it can provide us information about the results of operation, financial position, and cash flow of the organization. The balance sheet also can indicated or to estimate the liquidity, funding, and debt position of entity, and the cash flow of the business.

Preparing the business viability plan is the critical factor need to be considered as it will show either our business is viable or not. The factors like the nature of the services need to be considered because it showed us the key element of the business. Other factors like general economic factors, and the levels demand of the market is another factor that is important for business like our company doing.

Preparing the operational blueprint very important to our company as it will provide guidance on how service will be provided, specifying the physical evidence, staff actions, and support system needed to be deliver the services across its different channels.