



UNIVERSITI TEKNOLOGI MARA
SABAH

(ENT300)
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
L'AMOUR SPA AND BEAUTY

PREPARED BY:

NURAIN ZAHIRAH BT ABDUL HARIS	(2013119831)
FAZIRA OTHMAN	(2013353449)
SITI NAIMAH LUIS	(2013366261)
DEAN MAXWEL ROBIN	(2013555799)
KISINGER KISI	(2013587685)

Table of ContentPages

Executive Summary	1
1.0 Introduction	2-3
2.0 Purpose	4
3.0 Company Background	5
3.1 Logo	6
4.0 Partners Background	7-11
4.1 Partnership Agreement	12-15
5.0 Location of Business	
5.1 Layout Plan	15
6.0 Administration Plan	
6.1 Organization Mission and Vision	16
6.2 Organization Chart	17
6.3 Manpower Planning	18-19
6.3.1 Schedule of task and responsibilities	
6.3.2 Schedule of Remuneration	20-21
6.4 List of office equipment	22-23
6.5 Organization and Admin Budget	24.
7.0 Marketing Plan	
7.1 Service Description	27-36
7.2 Target Market	37
7.3 Market Size	38
7.4 Competition	39
7.5 Market Share	40-41
7.6 Sale Forecast	42
7.7 Marketing Strategy and Budget	43
7.8 Marketing Budget	44
7.9 Future Planning	45
8.0 Operational Plan	
8.1 Process Planning	46-52
8.2 Operations Layout	50
8.3 Material Planning	53-54.
8.4 Machines and Equipment Planning	
8.5 Manpower Planning	55
8.6 Overheads Requirements	57
8.7 Location	58
8.8 Business and Operation hours	58
8.9 Licence, permits and regulations required	58
8.10 Operation budget	59.
9.0 Financial Plan	
9.1 Project Implementation Cost	62-64
9.2 Sources of Financing	65-68.

9.3 Pro Forma Cash flow statement

9.4 Pro Forma Income Statement

9.5 Pro Forma Balance Sheet

9.6 Financial Analysis

9.7 Budget

9.8 Depreciation Schedule Budget

9.9 Loan Repayment Schedule

9.10 Sales and Purchases Projection

1.0 Appendices

ACKNOWLEDGEMENT

First of all, we are grateful to ALLAH S.W.T , we are able to produce this business plan. We had encountered various obstacle and difficulties in preparing this proposal. Without the cooperation among members, we will never manage to finish this proposal on time.

We would like to express our appreciation to all the lecturer involved in this course for their guidance and support. We will not be able to finish this business plan without their help.

We believe that this business can go further in the future with help of many people. If this project is implemented, we guarantee that this project will boost Sabah economy in terms of tourists and indirectly Malaysia tourism industry. We hope that by doing this business plan we will be able to understand how business work and we are looking forward to make this business becomes reality.

THANK YOU.

EXECUTIVE SUMMARY

The name of our company is L'amour Spa. Our business is based on partnership which includes 5 persons who have certain qualification in business management and wide knowledge about spa. Our spa is not like a commonly spa but it exclusively served woman, man and kids around the age 1-5 years in one roof. The main services is body massages, reflexology and beauty care while for the kids nail cutting, baby bath and baby massages. The selection of the name is basically from brainstorm of all the partner. L'amour spa is based in Latin word where L'amour mean love, so we want the customers to fell in love with our spa and feel the love that we give to them.

The focus of L'amour Spa is basically for the whole family to spend time and enjoy their life together as one family in one roof by try massages and reflexology that we give to them. With this focus, the busy mom can invite her whole family to our spa and relax.

The target customers are people around Sabah because we open our spa in Sabah at Imago, KK Times Square. The tourists that go to Imago also be one of our target customer. This is because the place is one of the attraction place to visit for the customer. This is why we agreed to open our business at Imago.