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FACULTY OF APPLIED SCIENCES
DIPLOMA IN SCIENCE

ENTREPRENEURSHIP
(ENT 300)

THERAPY IONIC CENTRE : IMMERSION FOOT

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✓ ACKNOWLEDGEMENT

First of all we like to thanks to God for giving us the strength to complete this assignment in doing the business plan and special thanks for lecture that never stop from giving us the encouragement and always supporting us by giving the ideas and complain our mistake time to time to make sure what we are doing is based on what the guideline needs.

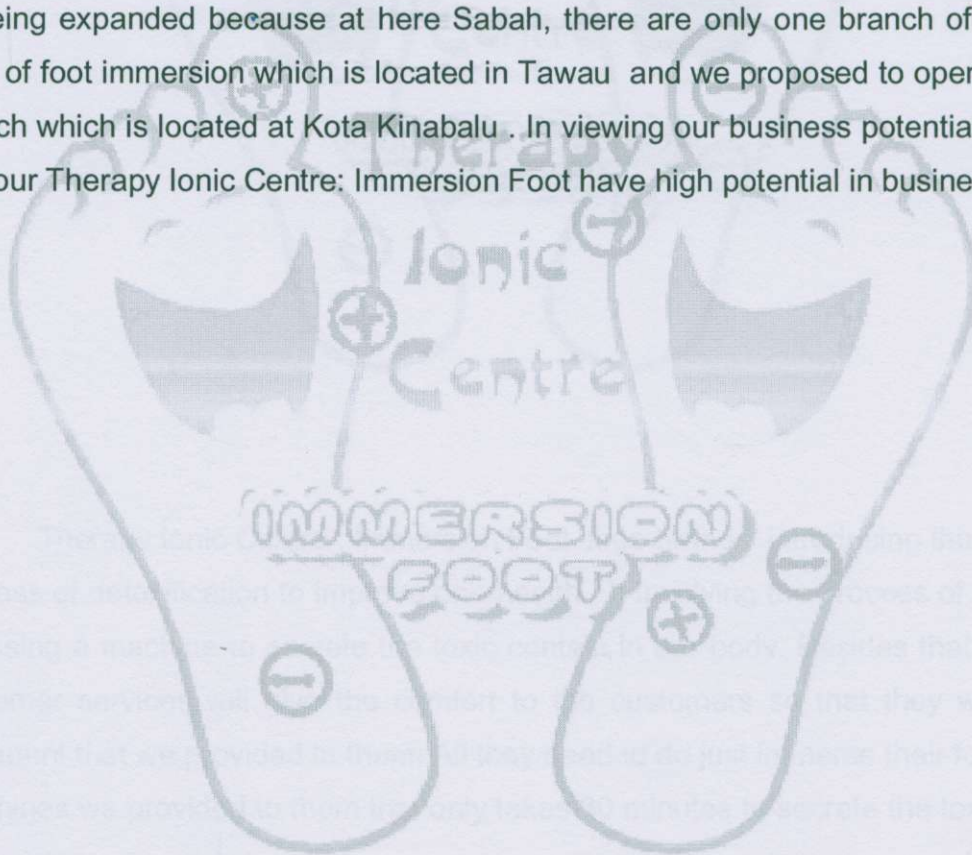
We also want to send or thanks to every each one of our member's for their contribution in giving the ideas, time and efforts in completing all the tasks that been given to every each one of us. Without teamwork we would not going to finish our business plan in time since make a business plan is huge responsibilities that really teach how to manage our time while having other projects.

We would like to thanks to our family for always supporting us in terms of money, ideas, and giving us the encouragement. Without them we probably will be having problem on completing our tasks since this assignment is one of the hardest tasks that we receive for the semesters.

By having the opportunities in doing this task we have learn a lot of things that will bring the ideas for our future investment in doing business and we hope that whatever we have learn will be as our guideline and future information.

✓ BUSINESS INTRODUCTION

The name of our business is Therapy Ionic Centre: Immersion Foot. We choose this name due to that we want to reduce illness among our customer and we want our customer to feel comfortable, happy, enjoy with our service and accommodation. Our target markets are people around Sabah, Sarawak and Peninsular. We also encourage the tourist from outbound whereby live outside Malaysia. These business have potential to being expanded because at here Sabah, there are only one branch of the therapy ionic of foot immersion which is located in Tawau and we proposed to open the second branch which is located at Kota Kinabalu . In viewing our business potential, we believe that our Therapy Ionic Centre: Immersion Foot have high potential in business.



✓ **BUSINESS PURPOSE**

This business plan is prepared by Ionic Therapy Centre: Immersion Foot. The purposes are :

- Introduce a range of alternative product based on technology
- Develop an electronic medical benefit in technology around the world
- Provide health care service using technology goodness
- As guideline in managing the business or proposed venture
- To allocate business resources effectively. in this business plan, includes the administration plan, marketing plan, and financial plan. The primacy of planning manager must plan in such way that. It leads to proper organizing, staffing, leading and controlling which support. The accomplishment of enterprise objective. Planning and controlling are inseparable. Any attempt to control without a plan is meaningless, since there is no way for people to tell whether they are going to where they want to go.
- To provide guidance for the company in all major operational aspects.
 - As a new company, it is good to have a plan that can help to manage the business effectiveness toward success. A plan can help to communicate ideas to others and provides the basis for the financial proposal.
- To evaluate the ability of the business whether it is able to compete with other competitors
- To increase the numbers of Bumiputera's involvement as an entrepreneur in business
- To show the business opportunity from Therapy Ionic Centre: Immersion Foot
- To fulfil the requirement of the Entrepreneurship Studies subject