



اَوْنُوْرَسِيَّتِي تِيَكُوْلُوْكَى مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 300**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**BUSINESS PLAN**

**HOUSE OF MELODY**

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## EXECUTIVE SUMMARY

Our company name is House Of Melody. Our company business offered karaoke services to customer which including the services of selling beverages and some snacks. The establishment of this business is for our customer to enjoy themselves with the services that our business offered. We wanted to foster the concept of spending happy time together with friend. Here, the high school students as well as university students and college students can have a fun time and release their stress by singing.

At present, the House Of Melody consists of 5 staff to handle our business, which is the General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. Our main office will be located at Kingfisher Sulaman, Kota Kinabalu Sabah. We are expecting to start up our business on July 2014.

Based on our research, there are estimated 3.15 million people living in Sabah. With the information, we are taking advantage to start up our business which is more on providing services to the customer. Our location is easy to reach and accessible and most of the people live around that location are students and government workers and there may need our services to help them relieve their stress.

The future prospect of our project is people around Kingfisher Sulaman, Kota Kinabalu Sabah and we aim for students and workers around this area. This is because, from our observations, most of the people who live within this area are university and college students, high schools students whose house is within that area. That's why we see a potential in this business and a high demand as well as a potential to expand.

Therefore, to implement our project we are requiring funding RM 90000 to start up our business. We are prospecting to increase 3% and 7% in sales of our business on second and third year respectively.

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By putting our mind as an entrepreneur, we can see the opportunity in proposing this business in the future. All the guidance, theory and experience given by our lecturer will always stay in our mind. For sure, all the experience that we had been though we will pass or share with gratefully as example that been shown by our lecturer without taking advantages of hope in a return because money really cannot buy all the things in this world.

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