



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

UNIVERSITI TEKNOLOGI MARA CAWANGAN PAHANG KAMPUS JENGA  
FACULTY OF ACCOUNTANCY (AC110)  
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)



**BUSINESS NAME: THE BEAUTY BAR**

PREPARED BY:

- ELIANA A/P TAN BENG HUI (2018219926)
- NUR SYAZWANI BINTI PAUZI (2018806706)
- NUR SYAZWANI SYAKILA BINTI RUSLAN (2018806856)
- NUR VIRLA HAZWIN HANIM BINTI MOHD NOR AZUAN (2018415156)
- WAN NUR SYAHEEDA BINTI WAN RUSLAN (2018406856)

CLASS: AC110 5D

PREPARED FOR: MADAM SITI FAHAZARINA HAZUDIN

SUBMISSION DATE: 16<sup>ST</sup> JANUARY 2021

## LETTER OF SUBMISSION

Diploma in Accountancy (AC110)  
Faculty of Accountancy  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

26 JUNE 2020

Mrs. Siti Fahazarina Hazudin  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**THE BEAUTY BAR – SPA AND SALON**” to fulfill the requirements as needed as university requirements.

Below is the list of group members who were involved in completing this business plan:

- |  |            |
|--|------------|
| 1. ELIANA A/P TAN BENG HUI                     | 2018219926 |
| 2. NUR SYAZWANI BINTI PAUZI                    | 2018806706 |
| 3. NUR SYAZWANI SYAKILA BINTI RUSALAN          | 2018806856 |
| 4. NUR VIRLA HAZWIN HANIM BINTI MOHD NOR AZUAN | 2018415156 |
| 5. WAN NUR SYAHEEDA BINTI WAN RUSLAN           | 2018406856 |

Thank you,

Yours sincerely

*Wan Syaheeda*

.....  
(WAN NUR SYAHEEDA BINTI WAN RUSLAN)  
2018406856  
General Manager of The Beauty Bar

## **ACKNOWLEDGEMENT**

First and foremost, praises and thanks to the God, the Almighty, for His countless showers of graces and blessings, as well as for the wisdom he bestowed upon us, the patience, peace of mind and well-being in order for all of us to complete this business plan task for the code ENT300 within the time given. The success of this task would not have been possible, without His help, as well as the help from others.

Any academic assignment or venture is impossible to be accomplished without the guidance of the teachers. Thus, we would like to extend our immeasurable appreciation and deepest gratitude to our lecturer, Madam Siti Fahazarina Hazudin for the guidance, advices, valuable comments and words of encouragement which have served as the major contributor towards the completion of this task. In every phase of this task, her supervision and unstinted support shaped this business plan to be completed perfectly. We hope this effort on our part will come up to your expectations.

Other than that, we are thankful to all of our group members as well, as this business plan cannot be completed without the effort, cooperation and dedication from all of the group members. We also would like to express our gratitude to our families and friends who have shared knowledge to us throughout this whole semester and gave us endless supports and moral encouragements.

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Any omission in this acknowledgement from us does not mean lack of gratitude.

Thank you very much.

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## **EXECUTIVE SUMMARY**

The spa and salon industry has a significant future prospect as it is an essential requirement for customers especially among women. Nowadays, everybody wants to look beautiful but, just like a garden, beauty requires maintenance and care, that is best provided by a professional. Therefore, we have established this business so that we are able to fulfil the needs of our customers and help them to treat their physical as well as their inner appearance.

The Beauty Bar was set up in January 2020 by 5 owners that are hardworking and committed in involving themselves in a business. This business was set up as a partnership with Wan Nur Syaheeda, Nur Virla Hazwin Hanim, Nur Syazwani, Nur Syazwani Syakila and Eliana owning equal portions of the operation. We decided to set up and register this company as a partnership due to the circumstances and requirements that are suitable for our needs and wants. We also believe that partnership have a lot more benefits that we can obtained from compared to other types of business.

The goal of The Beauty Bar is to be the premier spa and salon in the region of Mont Kiara, Kuala Lumpur. We provide our clients with a calming, refreshing and rejuvenating environment where all of the needs of clients' mind and body can be met. Our product and service lines also mesh well with the prevailing liking and preferences of Mont Kiara residences who want a high quality service but do not want to pay expensive cost for it. Other than that, we provide services for all ages. Services will include manicure and pedicure, facials, waxing and hair styling.

The Beauty Bar is led by Wan Nur Syaheeda who has been involving herself in the beauty care industry for 13 years. Although she has never run a spa herself, she has been a business unit manager at a local spa and salon and an assistant manager at SEEK Asia. As such, she has a great understanding and expertise in the spa and salon industry including the operation, marketing as well as the business management side.

Our main purpose of this business is to provide the Beauty Bar's customers services with cheaper price but the best quality than our competitors. Also, we provide the best level of services which we are confident would lure more customers once they experience our salon and spa services and environment.