



FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS STUDIES (BA111)

BA111 5E

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

AREUM STUDIO

PREPARED FOR:

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SUBMISSION DATE

19 FEBRUARY 2021

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LETTER OF SUBMISSION

Diploma in Business Studies (BA111)
Faculty of Business Administration
Universiti Teknologi MARA Cawangan Pahang
27600 Pahang

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Miss Jolin Norshyme Hashim
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Pahang Kampus Raub
27600 Raub Pahang

Madam,

Submission of the Business Plan (ENT 300)

Please find attached the business plan for **Areum Studio** to fulfill the course requirements for Fundamentals of Entrepreneurship (ENT300) as needed by the university.

Thank you,

Yours sincerely

NurKamilah Husna

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NurKamilah Husna Binti Mohamad
General Manager

EXECUTIVE SUMMARY

Areum Studio offers hair and makeup services for all females out there. Areum Studio concept is based on our tagline which is “ We style, you smile”. Our studio is owned by 4 partners who are with a background of expertise in hairdresser and makeup. All partners will be taking hands-on management roles in the company. In addition, we also hire five workers who are with a background of hairdresser and makeup artist.

As for the target market our customers are all females and we chose NU Sentral as it is near Bangsar, Kuala Lumpur. The location is strategic because it is in the centre spot where people usually come and near to office buildings where most people are passing by. At Areum Studio, we offer a range of services which include hair styling and makeup services such as hair treatment, coloring, cutting and makeup's look according to the customer's preferences. Our salon offers special services only for females and have private area for Muslim's women so that they can enjoy their privacy and more comfortable while others salon are not really care so much about customers satisfaction especially for Muslim's women.

As for Areum Studio financial projections are based on the size of our market and our defined market area. Thus, our sales forecast for the first year is RM 614 400 and we expect an increase of 10% annual rate of growth in the first 3 years. Next, for the start-up capital we required RM 149,030 to finance our first year operations. So since our business is a form of partnership we decided that each partner has to contribute RM 37,257.50.

1. Business Background

Areum Studio is a hair salon business that provides hair styling, hair care, hair treatment and makeup services. Areum Studio is one of the beauty salons that will only serve the women and also the Muslim women who are concerned about their aurah. We provide a place where the women can pamper themselves comfortably, peacefully and also be protected. In Areum Studio, we only use hair and makeup products with halal ingredients which we supplied from IVY Beauty and Orkid Cosmetics. Areum Studio located at NU Sentral, Kuala Lumpur and it is easy to access our studio as our salon is near the public transport stations.

Even though there are a lot of salons out there that provide all same kinds of services but our speciality is that we have a private area and Muslimah expert hairstylist to take care of our Muslim women's customer. We create a special place for Muslimah women because they can not reveal their aurah to others such as men and non-muslims women freely. Even though Malaysia is an Islam country, but still not many salons provide a private area for hijabis to do the hair treatment without exposing their aurah to public. We took this opportunity to provide a Muslim friendly concept salon by considering 60% of Muslim in Malaysia. They also want to have their privacy and want to feel comfortable when they are having their 'me time' at this salon.