



**FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN BUSINESS STUDIES(BA111)
BA1115F**

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**

**BUSINESS NAME
CLIPS AND CUTS HAIR PARLOUR**

**PREPARED FOR:
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**SUBMISSION DATE
19 FEBRUARY 2021**

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LETTER OF SUBMISSION

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

January 2021

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

Submission of the Business Plan (ENT 300)

Please find attached the business plan for Clips and Cuts to fulfill the course requirements for Fundamentals of Entrepreneurship (ENT300) as needed by the university.

Thank you,

Yours sincerely

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MUHAMMAD HAIKAL AFIQ BIN MOHAMMAD ADNAN
General Manager

EXECUTIVE SUMMARY

Clips N Cuts Hair Parlour has been established in 2020. For our main business, we have decided to provide a hair grooming service. This is because we want to consistently provide high customer satisfaction by rendering excellent service, quality products, and furnishing an enjoyable atmosphere at an acceptable price/value relationship. We will also maintain a friendly, fair, and creative work environment, which respects diversity, ideas, and hard work.

For our target market, we mainly target people that live in Jengka which are, working people, men, women, students and children. People in Jengka area are commonly middle social class so we offer hair grooming services at the most affordable price along with great quality. We emphasize on geographic segmentation, demographic segmentation and psychographic segmentation.

For the competitive advantages, many competitors have operated such as Sinar Rose Saloon, Janggot Barbershop, Sahabar Barber and others. So, all these competitors have the strengths that make them more experienced. For example, some of these shops are allocated on the strategic location so make their customer easy to come. But, they have their weakness that to be taken note of in doing the business. For example, in determining the price.

Based on the size of our market and our defined market area, our sales forecasts for the first year is RM7,200,000 and we expect a 10% and 15% annual rate of growth in the first 3 years.

1. Business Background (Arial 12, BOLD)

Clips and Cuts is a hair parlour committed to delivering consistently high customer loyalty by providing outstanding hair grooming service, quality goods and furnishing a friendly environment at a fair relationship between price and value. We plan to create a work environment that is welcoming, fair, and innovative, which respects diversity and hard work. We will keep the conducive atmosphere important in order to provide a calming yet professional service at the same time.

One of the reasons why we chose this business is because the Jengka center area is overpopulated and less hair parlour has been opened there so we took the opportunity to open one there. In addition, we plan to bring out different ideas unlike any other hair parlour. Since our business offers hair grooming to both men and women, we have provided separate rooms for both gender as well as we have men and women stylists just to keep our customers' privacy protected.