



اَوْنِفُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

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CAMPUS PUNCAK ALAM, SELANGOR

BACHELOR (HONS.) TEACHING ENGLISH AS A SECOND LANGUAGE (TESL)

ENT530  
PRINCIPLES OF ENTREPRENEURSHIP

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BUSINESS PLAN: RIAS

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## **1.0 EXECUTIVE SUMMARY**

Rias is a company where a customer's dream look comes to life through refined, personalized analysis that is perfectly curated to match their signature and overflowing vibes. This makeup and styling service is also dedicated to enhance one's confidence and self-image in their daily life. By centralizing high quality services and clients' satisfaction, Rias aims to stand as a trusted name in the beauty and styling industry.

Rias emphasizes personalised experience and its results promise on long-term effects as its main competitive advantage makes it stand out differently among other artistry services. Other than it being inclusive to both genders, each client will receive tailored recommendations at their highest quality according to their suitability for each package. This includes face analysis, color analysis, body type analysis and many more. With a single appointment, each client will achieve lasting results and boost confidence everyday.

Last but not least, this company is aware of the usage of safe beauty tools and high quality products that keeps up with the ongoing beauty trends to remain competitive and relevant. With a high focus on professionalism and continuous improvement, Rias aims for sustainable growth and long-term success among the styling and beauty service industry. Overall, Rias is highly committed in delivering styling and beauty services that empower and enhance the clients' self-confidence.

## 2.0 COMPANY PROFILE

### 2.1 Details of Company Name, Logo, and Vision



*Figure 2.1 Logo of Rias*

The name Rias is derived from the Malay word ‘Rias’, which brings the meaning of to beautify or styling up someone or something, especially to put on makeup or dress up. This word is taken as the word itself could already summarize our business service which is styling service. Other than that, this word is also taken to express pride in our national language while engaging a closer relationship with the heart of the local community. The gold and colour used represents the premium and high quality of our service to ensure the customers immerse in the best experience and reasonable with the price. The *batik* elements in the logo symbolises Rias as a styling service that provides the styles suitable for the locals, trends and surroundings. Last but not least, the catchy and rhythmic tagline ‘rapi setiap hari’ embodies the objective of our service which is to ensure everyone is always in their best state of appearance everyday. Our service centralises customers’ desire to style in their most suitable styles everyday, anywhere and anytime.

## VISION

- To become a trusted styling service in Malaysia that empowers individuals to express elegance, confidence and self-image through personalised styling in line with the local culture and modern trends.

## MISSION

- To provide the best personalised and professional styling services that enhance self-confidence and self-image.
- To inspire self-love and confidence by celebrating every customers' essence as exactly as it shines
- To embrace customers' identity and needs by blending local values with contemporary styles and fashion.

The business began in 2024 when our founder, Ms. Myfthahul Qystiena, had a long-time passion for fashion and artistry, Rias was invented to provide professional styling and makeup services made truly for individuals' needs and passion to boost their confidence and self-love within their own body. United by the same interest and passion of the team members, what started as a passion successfully grew as the business of our dream. This business was also fully sponsored at its inception, giving Rias a sleek but smart and savvy way to invest in high-quality products, professional and valuable services from the very beginning. This long-lasting beauty solution and confidence booster company had upheld professionalism at its finest to ensure the best and smooth experience for each customer. Up until today, the business keeps on growing successfully as they are seen as the starter of one's confidence booster in the eyes of the audience who want to present their best self-image in their life.

## 2.2 Company Background

<b>Company Name</b>	Rias
<b>Business Address</b>	Unit 11-9A, Eco Grandeur Commercial Centre, Jalan Eco Grandeur 6/7, Bandar Puncak Alam, 42300 Selangor, Malaysia.
<b>Website/Email</b>	riasartistry@gmail.com
<b>Telephone Number</b>	03-0666 9067
<b>Company History</b>	Rias was established in 2024 by the idea and passion of a group of friends to work together to invent the company of their dreams. They began from a small step and gradually evolved into one of the most wanted makeup and fashion styling services in Malaysia.
<b>Progress to Date</b>	Up to this year, Rias has maintained a continuously stable and improvement in performance including its key milestones, financial results, operational achievements and overcoming challenges.
<b>Legal Structure</b>	Rias is operated under a partnership legal structure registered with the Companies Commission of Malaysia (SSM). This structure fits as the company is jointly managed by two or more partners who contribute effort, skills and professionalism. Profits and responsibilities are shared among the partners based on the partnership agreement.
<b>Key Partnership</b>	<ol style="list-style-type: none"> <li>1. Founder &amp; CEO: Nur Myfthahul Qystiena binti Mohd Fadly</li> <li>2. Head of Customer Service: Ibrah Nuwairah binti Mohd Shakil</li> <li>3. Head of Finance &amp; Sales: Melissa Idora binti Mohamad Nor</li> <li>4. Head of Styling Management Services: Wardiah Athirah binti Wazlan</li> </ol>

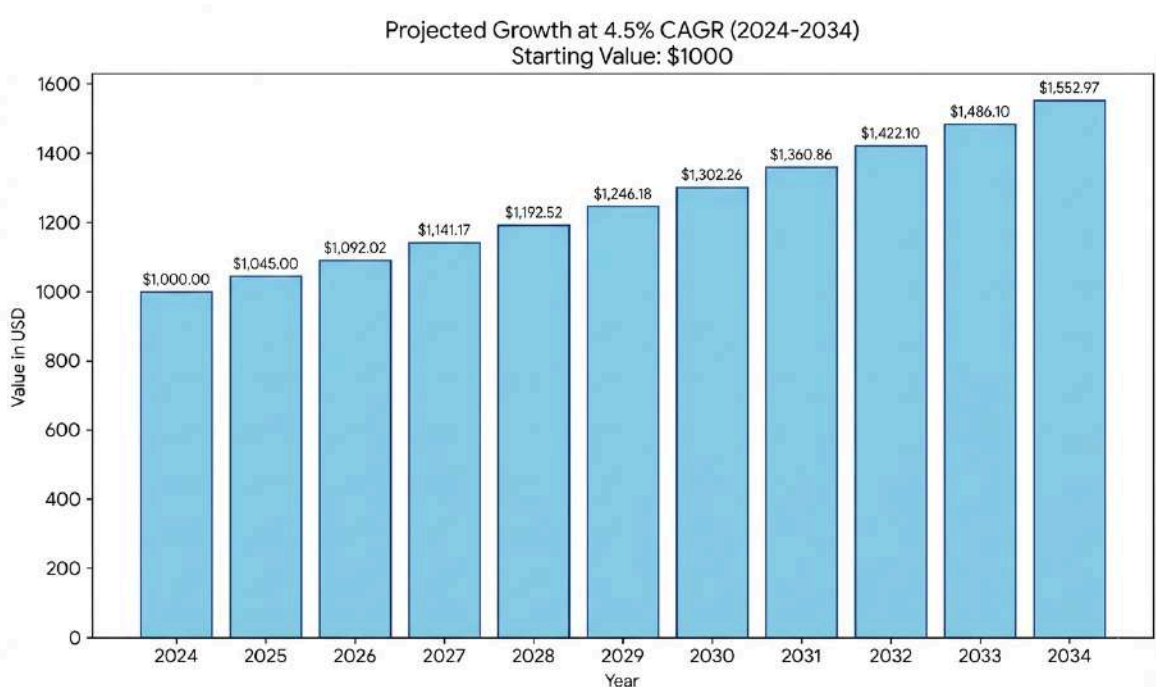
	5. Head of Marketing & Styling Management Team: Nurul Huda binti Norhakimi
<b>Date of Commencement</b>	25 May 2025
<b>Name of Bank</b>	Maybank
<b>Account Number</b>	5432 9987 2016

*Table 2.2 Organization's Background*

**3.0 INDUSTRY ANALYSIS**

3.1 Size Growth Rate and Sales Projection

Rias is going to commence in a growing township which is in Eco Grandeur, Puncak Alam. With an estimated population of 50,000, plus, the place where young adults, students (mostly from the nearest university – UiTM) and families who demand grooming and styling services, Rias made the best decision to start the business there. Eco Grandeur, Puncak Alam makes it a strategic location to launch Rias because it fits the demands and lifestyle of the people around the area.



acquired through strategies like online platforms marketing and local marketing strategies throughout its progress.

### 3.2 Trends of Rias (Economic, Social, Technological, and Politics)

#### Economic Trend

Malaysia's beauty and styling ecosystem has gradually expanded alongside the wider growth in the fashion, makeup products and lifestyle environments. The beauty and fashion retail market contributes to customer spending for nearly one-fifth of e-commerce transactions plus multi-billion-dollar market value expectation by 2025. This enhances wide opportunities for personal and talented stylists and its services to attract customers who shop online or those who have high passion to improve their self-image within any life-class segments.

#### Social Trend

Digital culture has deeply influenced the style and fashion in Malaysia, especially when there are a bunch of celebrity and influential content that gives them the exposure and influence in fashion. Social media platforms such as TikTok and Instagram act as a reference or source of ideas in discovering, spring and reinterpreting styles. The prominence of creating "Outfit of the Day (OOTD)" contents encourages stylists to offer personalization to clients based on their needs and recurring trends.

#### Technological Trend

Technologically, styling services have been reshaped by the operation of digital transformation and connection with customers. Advanced tools such as AI assistance recommendation systems and live shopping are compulsory in fashion sectors which helps the stylists and braves to produce highlight personalized experiences for each customer. Digital hubs indeed help businesses to reach a larger audience and perhaps the correct target audience, engaging its experience to a tech-enhanced experience.

#### Politics Trend

Meanwhile on the political side, the government policy is indeed gradually shaping the fashion styling services through its sustainability. Malaysia has slowly shifted towards encouraging circular fashion and styles according to its needs and lifestyle. This also affects styling by centralizing ethical consumption and longer-lasting wardrobes. There is also public discourse about the cultural values and fashion trends, promoting stylists to be more mindful in avoiding cultural sensitivities and respecting the cultural expectations and appropriation when advising the clients.

### 3.3 Key Success Factors

There are three main key success factors that make Rias stand out differently from the other beauty and fashion services among the locals and the global. The first one is that Rias focuses on **personalized consultation** for each customer. This one-to-one session gives each client the best consultation experience to ensure every customer is satisfied with the service they paid for. It focuses mainly on the clients' suitability, lifestyle and needs.

The next key success factor is **long-term impact consultation**. This focuses on achieving lasting results and sustainable improvements in clients' personal style, confidence and appearance. Rather than one-time service, Rias provides continuous guidance which helps the company build a lasting relationship with clients and helps them in maintaining their best professional image daily. This also makes the clients end up making their final decision to have a consultation at Rias because of the 'now or never' mindset built in them because the prices are affordable and worthy.

The last key success factor in Rias is that this beauty service is **inclusive for both genders**. The beauty or fashion consultation that have been operating in Malaysia are mostly inclusive for either one gender only, especially for women. At Rias, we believe that self-care is important for everyone, thus both genders are welcomed to recognise their perfect styles tailored to meet their specific needs and suitability.

### 3.4 The Long-Term Prospects for the Industry

The long-term prospects for Malaysia's beauty and fashion styling industry are strong, plus the riding of consumer spending, advanced tech tools and digital trends path. Since Rias centralizes customers' needs, lifestyle and suitable options, it smoothly allows a dynamic growth for the company to expand and stand with the other famous styling services around the globe. The impact of digital and technologies are also part of significance in growing this industry to continuously excellent improvements and performances.

## 4.0 SERVICE DESCRIPTION

### 4.1 Details of the Service

Package	Price (RM)		Description
	Normal	Student	
Aura Pesona (Make-up Analysis)	250	120	<ul style="list-style-type: none"> <li>• Face Analysis that includes the suitable shades for skin undertone.</li> <li>• Acknowledge the suitable makeup styles based on facial features</li> <li>• Customers can choose whether to use self-owned makeup products or new makeup products offered by Rias.</li> </ul>
Rona Busana (Styling Analysis)	350	220	<ul style="list-style-type: none"> <li>• Colour and Body Type Analysis</li> <li>• Hijab and Hair Colour Analysis</li> <li>• Acknowledge the suitable outfit styles that can determine the best patterns, contrast and jewellery color.</li> <li>• Customers can choose whether to use their self-owned wardrobe or new clothes offered by Rias.</li> </ul>
Pesona Busana (Make-up and Styling Analysis)	500	300	<ul style="list-style-type: none"> <li>• Face, Colour, and Body Type Analysis</li> <li>• Hijab and Hair colour Analysis</li> <li>• Acknowledge the suitable makeup and outfit styles that includes suitable cosmetic shades, best patterns, contrast, jewellery colour, spectacle sizes, and bag sizes.</li> <li>• Customers can choose whether to use self-owned makeup and wardrobe or new makeup and</li> </ul>

			products offered by Rias.
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## 4.2 How service fit in the market

In the current market, Rias stands out because of our new and unique concept of styling. Our styling service packages are open to both men and women making us one of the first local styling services for both genders. Our styling is not a one time thing, but it rather helps our customers for the long run. We cater to our customers after examining what style is suitable for them based on their own body, without changing any single thing about them. We advise them on their suitable colors for hair and hijab, as well as make-up. We also advise them on their clothing, as in the lengths, shapes and patterns that are suitable to make them appeal. Rias targets customers in the age range of 20-50 years old as we help our future fashionistas to look presentable and feel good about themselves, no matter in school or at work.

Furthermore, Rias is located in Eco Grandeur, Puncak Alam. We have chosen this location after researching that it is a rapidly developing area and it is close to a university. We wish to expand our collaborations to cater to a wider range of customers and to provide our customers with more detailed analysis as the technology progresses. The business can also grow larger and attract more customers from other places with the help of social media promotions on Instagram and TikTok. Although there are many competitors in the section of styling, no other companies offer styling services for men which makes Rias stand out as an inclusive company. With the help of an exceptional and detailed analysis catered personally for each customer and inclusivity, added with a well-located area, Rias is definitely thriving in the market.

### 4.3 Value Proposition

Rias emphasizes its value proposition in the personalized consultation. Rias does not aim to leave clients hanging on to try to look perfect for other people but rather to help clients gain more confidence. Rias' consultations begin with a real in-depth look of what the customers are looking for and trying to achieve and look back on why they did not feel confident. Based on the analysis, Rias tries to style the clients to match with their purpose. Hence, it results in the best personalization experiences.

Other than that, Rias also emphasizes its value proposition in the long-term impact of the consultation. Rias focuses on leaving a retainable impact on the customers' appearance and confidence so that the customers feel that the money that they spent on Rias styling services was worth it. With this, customers can always feel satisfied and recommend the business for others to try.

Finally, the value proposition of Rias is emphasized on the inclusivity of genders. As of now, there are little to none styling services offered for now. Rias ensures that the analysis and services are designed to suit both men and women and Rias also collaborates with male-prominent brands as well as female-prominent brands to offer the best of both worlds.

#### 4.4 Anticipated Customer Demand

Rias is expecting to see a high demand in the market as we offer remarkable services that could impact our customers in the long run. Rias' services ensure quality in our customers consultations and analysis and even offers products from our collaborations to customers if needed. Rias also offers exceptionally low prices for styling services and is also price inclusive for students who want to enhance their styling and we also have styling services for both men and women. In the society that we're living in, first impressions matter a lot especially when dealing with important people that can range from an interview to meeting business partners. By using Rias' styling services and getting to know how to enhance one's appearance, it could help our customers greatly to make a good first impression and long-lasting confidence. In Rias, the goal is to not change any single thing about our customer, but rather enhance their already gorgeous appearance because here, everyone is good-looking.

As Rias is located in Puncak Alam, Selangor we estimated a number of percentages from UiTM Puncak Alam students as we offer student prices, alongside the regular population of residents of Puncak Alam. Based on our research, the estimated interest from UiTM Puncak Alam students is about 35% from the overall student enrollment of 21,00 which is about 7,350 potential customers from student prices. With the calculation of student price from our expected best-seller, the Rona Busan package, the estimated market value will be about RM1,1617,000. The estimated interest from the adult populations of Puncak Alam is about 10% out of approximately 50,000 people which will result in roughly 5,000 potential customers. Considering the presumed most chosen package in this category would be Pesona Busana, the estimated market value is roughly RM2,500,000. Together combined, the total of Rias' estimated market value will be approximately RM4,117,000.

In order to meet this demand, Rias plans to extend opening hours and hire more professional analysts and stylists. As Rias is already located in Puncak Alam, it would be very easy for our customers to find us. Furthermore, customers can also easily reach out to Rias through social media accounts where Rias is reachable through calls, messages, Instagram and TikTok Direct Messages and also e-mails. Rias plans to achieve the goal of getting recognized as a local brand as well as give customers perfect satisfaction. All in all, with Rias' inclusive and intensive services, concise goals and eccentric values, it is well-situated in the market to gain a steady customer base and expand as a company.

#### 4.5 Existing Competition

Despite our unique branding, there is always competition in businesses, all more so businesses that offer similar services to us. Accordingly, it is a need for us to identify our competitors to ensure we keep up with the times and make our company better and better.

In the styling market, there are a few well-known competitors that pose a challenge. The top three competitors that can be identified are Imago Consultancy & Training, Colour Me Beautiful Malaysia, and Style Box. These companies offer colour analysis and styling services. Although these companies are outstanding in their specializations, they also have certain weaknesses.

Using this approach, not only are we putting ourselves out there in the market, but we are also establishing ourselves as one of the brands that customers trust. This gives us the chance to expand and strengthen our company rapidly and efficiently.

## 5.0 MARKET ANALYSIS AND STRATEGY

### 5.1 Marketing Objectives

- Increase local brand recognition by 20% within the next 12 months to drive revenue growth.
- Expand into two new customer segments by the end of the year to accelerate market growth.
- Increase social media engagement and website traffic by 25% over the next quarter to enhance lead generation and sales potential.

### 5.2 Marketing Segmentation

#### 5.2.1 Target Market

For a clearer understanding of our target audiences and to position Rias effectively in the market, we have identified our key customer segments based on demographic, geographic, psychographic, and behavioural factors. This segmentation allows us to tailor our marketing strategies to meet the specific needs of each group, ensuring our styling services that include colour analysis and body analysis reach the right customers while highlighting our value and expertise.

Types of Target Market	Shared Group Characteristics
Demographic	<p>Rias targets individuals between <b>the age of 18 to 45 years old</b> with a specific focus on those with moderate to high incomes. This age range and income level has been chosen to appeal to a diverse group of consumers who value personal appearance and are willing to invest in services that enhance their style and confidence. This demographic typically consists of:</p> <ol style="list-style-type: none"><li>1) Young adults, particularly students in Puncak Alam who are exploring their personal style to dress confidently for their classes and everyday life.</li></ol>

	<p>2) Young professionals who are refining their image for career advancement to build a strong professional identity.</p> <p>3) Mature adults seeking to maintain or refresh their wardrobe as they navigate life changes.</p> <p>These individuals are likely to appreciate professional styling services to help them make better fashion choices that align with their personal brand and lifestyle. By targeting this group, Rias aims to provide tailored styling solutions to those who view appearance as an investment in their overall well-being and success.</p>
Geographic	<p>The choice to locate our business in <b>Eco Grandeur, Puncak Alam</b> is strategic because the area offers a growing and dynamic community with a diverse population of university students, young professionals, and families. The development is connected to urban areas in Selangor, making it an ideal location to attract our target customers. Also, Eco Grandeur is an emerging hub for modern living which can attract individuals who are looking for quality services that cater to their evolving lifestyles. By locating Rias here, we aim to tap into the local market and gradually expand to other areas with similar demographics and demand for personal styling services.</p>
Psychographic	<p>Rias targets individuals who <b>prioritize personal appearance and are motivated by a desire to improve their style and confidence</b>. The target market includes consumers who are self-conscious about their image and understand the value of investing in professional styling services. These individuals are often into fashion trends,</p>

	socially aware, and focus on their career, helping them present the right image in both their personal and professional lives. They are drawn to unique, personalised experiences and appreciate products and services that align with their values of authenticity, individuality, and confidence.
Behavioural	Rias targets individuals who have <b>specific purchasing behaviors and motivations</b> , particularly those who <b>value personal style and are willing to invest in styling services</b> . Many are likely to engage in repeat business, particularly those who are satisfied with their initial styling experience and look to refresh or refine their wardrobe as trends evolve. As a result, Rias aims to capitalise on the growing trend of consumers seeking tailored fashion experiences that align with their unique needs and lifestyles.

### 5.2.2 Market Size

Market size refers to the potential market value that Rias can achieve based on the number of target customers, selling prices, and frequency of purchase within a certain period.

POPULATION	
Population people	50,000
Estimation target per year	$3\% \times 50000 = 1500$

*Table 5.2.2.1 Population in Puncak Alam, Selangor*

<b>NO.</b>	<b>PACKAGE</b>	<b>ESTIMATE SALES PER PACKAGE</b>	<b>TOTAL ESTIMATED PER MONTH</b>
1.	Aura Pesona	RM 250 x 25	RM 6250
2.	Aura Persona (Student)	RM 120 x 20	RM 2400
3.	Rona Busana	RM 350 x 22	RM 7700
4.	Rona Busana (Student)	RM 220 x 18	RM 3960
5.	Pesona Busana	RM 500 x 25	RM 12500
6.	Pesona Busana (Student)	RM 300 x 15	RM 4500
<b>TOTAL</b>			<b>RM 37310</b>

*Table 5.2.2.2 Estimate Sales per month*

<b>MARKET SIZE</b>	
Total market size	RM 37,310 per month
Total sales per year	RM 37310 x 12 month = RM 447,720

*Table 5.2.2.3 Estimate Sales per Month*

<b>RIAS MARKET SHARE AND SALES</b>				
Year	0	2024	2025	2026
Market Share (%)	0	4.7	6.1	6.7
Total sales in packages	1500 x 15 = 22500	1049	1370	1502
Total sales in RM (x RM290)	RM 6,525,000	RM 304,210	RM 397,300	RM 435,580

*Table 5.2.2.4 Rias Market Share and Sales*

### 5.2.3 Market Share

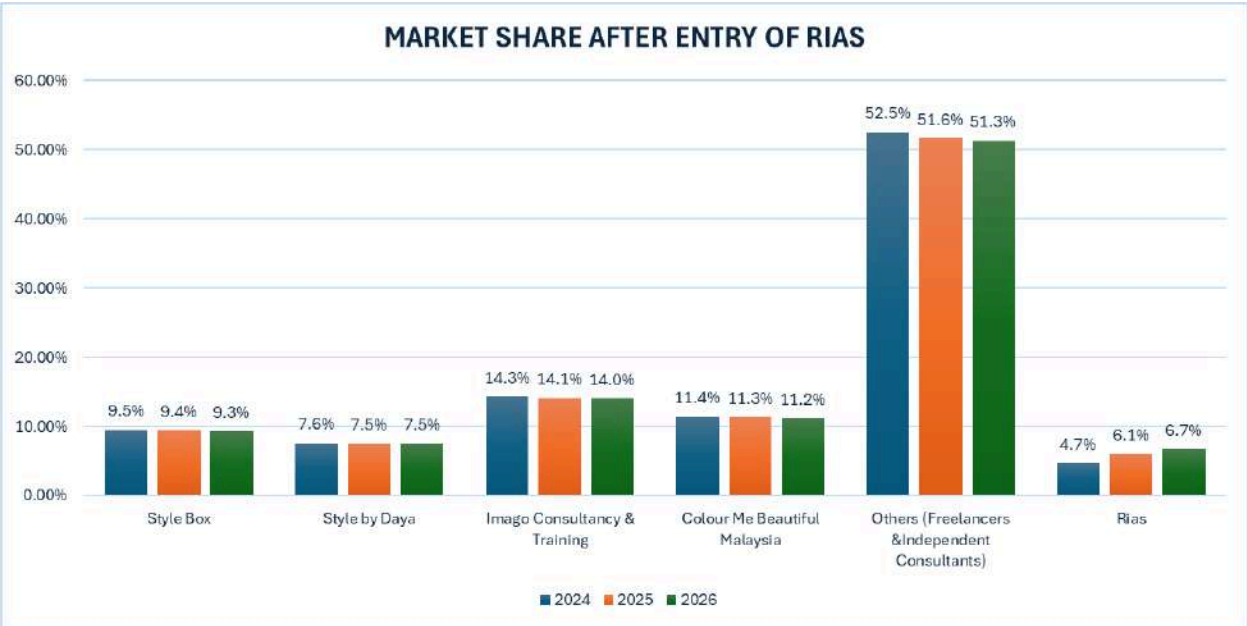
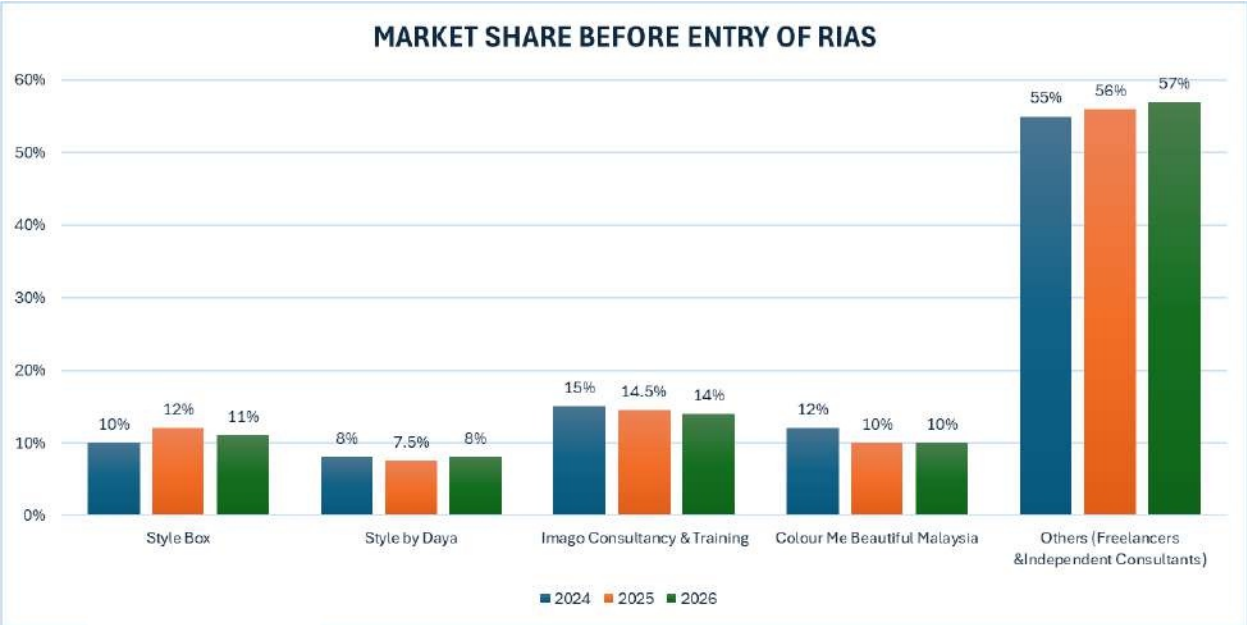
Market share is the percentage of total sales within an industry that is controlled by a specific company. In the fashion and image consulting industry, this represents the proportion of customers or revenue a company captures in services like color analysis, body type styling, and personal branding. The market for personal styling services in Malaysia is growing, driven by rising consumer interest in self appearance. As a new entrant, Rias’s market share depends on brand recognition, competitive pricing, and the ability to differentiate its services in this competitive landscape.

<b>MARKET SHARE BEFORE ENTRY OF RIAS</b>			
<b>Competitors</b>	<b>Year 2024</b>	<b>Year 2025</b>	<b>Year 2026</b>
Style Box	10%	12%	11%
Style by Daya	8%	7.5%	8%
Imago Consultancy & Training	15%	14.5%	14%
Colour Me Beautiful Malaysia	12%	10%	10%
Others (Freelancers & Independent Consultants)	55%	56%	57%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*Table 5.2.3.1 Market share before entry of Rias*

<b>MARKET SHARE AFTER ENTRY OF RIAS</b>			
<b>Competitors</b>	<b>Year 2024</b>	<b>Year 2025</b>	<b>Year 2026</b>
Style Box	9.5%	9.4%	9.3%
Style by Daya	7.6%	7.5%	7.5%
Imago Consultancy & Training	14.3%	14.1%	14%
Colour Me Beautiful Malaysia	11.4%	11.3%	11.2%
Others (Freelancers & Independent Consultants)	52.5%	51.6%	51.3%
Rias	4.7%	6.1%	6.7%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*Table 5.2.3.2 Market share after entry of Rias*



*Chart 5.2.3 Market Share Before and After Entrance*

#### 5.2.4 Sales Forecast

<b>SALES FORECAST</b>			
Month / Years	2024	2025	2026
January	20,000	26,724	32,500
February	21,000	31,815	35,200
March	22,000	28,940	36,400
April	23,000	35,102	34,900
May	24,000	29,880	37,300
June	25,000	33,450	33,800
July	26,000	36,120	36,200
August	27,000	30,700	34,700
September	28,000	27,900	35,300
October	29,000	31,200	36,000
November	30,000	32,469	34,280
December	29,210	53,000	49,000
<b>TOTAL (RM)</b>	<b>304,210</b>	<b>397,300</b>	<b>435,580</b>

*Table 5.2.4.1 Sales Forecast*

Percentage increases in 3 Years		
Year	Percentage increase (%)	Sales Forecast (RM)
2024	-	304,210
2025	$(397,300 - 304,210) / 304,210$ = 31%	397,300
2026	$(435,580 - 397,300) / 397,300$ = 10%	435,580

*Table 5.2.4.2 Percentage increases in 3 Years*

### 5.3 Competitor Analysis

#### 5.3.1 Identifying the Competitors

Competitors	Strength	Weakness
Imago Consultancy & Training	<ol style="list-style-type: none"> <li>1. Established industry reputation with extensive experience in both corporate and personal styling.</li> <li>2. Offers corporate image consulting, making it appealing to businesses and professionals.</li> <li>3. Comprehensive range of services covering</li> </ol>	<ol style="list-style-type: none"> <li>1. Higher pricing may limit access for a broader, more budget-conscious audience.</li> <li>2. Primarily focused on corporate clients, which may limit appeal to individuals seeking personal styling services.</li> <li>3. Limited focus on</li> </ol>

	<p>personal branding, wardrobe consulting, and professional development.</p>	<p>fashion-forward or trendy styling, which could miss younger, fashion-savvy clients.</p>
<p>Colour Me Beautiful Malaysia</p>	<ol style="list-style-type: none"> <li>1. Specialized in color analysis and a highly demanded service by clients looking for personalised style guidance.</li> <li>2. Strong brand recognition with international credibility and trusted by clients seeking professional styling.</li> <li>3. Personalised consultation ensures clients receive tailored advice on colors that enhance their look.</li> </ol>	<ol style="list-style-type: none"> <li>1. Focuses mainly on color analysis, which may not appeal to clients seeking a full styling solution.</li> <li>2. Limited service offering beyond color analysis which could lead to clients seeking additional services elsewhere.</li> <li>3. Traditional approaches may not align with modern or trendy styling needs of younger clients.</li> </ol>
<p>Style Box</p>	<ol style="list-style-type: none"> <li>1. Highly personalised services focusing on customizing styles to the individual client's needs.</li> </ol>	<ol style="list-style-type: none"> <li>1. Smaller brand recognition makes it harder to compete with well-known competitors in the market.</li> </ol>

	<p>2. Offers a flexible range of services including event styling and personal shopping assistance.</p> <p>3. Provides a modern and trendy approach catering to individuals seeking personalized and fashion-forward styling.</p>	<p>2. Limited scalability due to reliance on a smaller, more niche clientele.</p> <p>3. Lack of widespread marketing limiting exposure and reach to potential clients in the broader market.</p>
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### 5.3.2 SWOT Analysis

	<b>Opportunities</b>	<b>Threats</b>
<b>Strengths</b>	<p>Strength-Opportunity Strategy:</p> <ol style="list-style-type: none"> <li>1. Personalised styling services can be used to attract students by offering affordable pricing to appeal to a larger audience seeking tailored services.</li> <li>2. Partnerships with local brands such as Emina and Alha Alfa can help increase market presence and leverage the established customer base of these brands.</li> <li>3. Expanding online services offers the opportunity to reach clients beyond a physical location tapping into the national market and providing more accessible services.</li> </ol>	<p>Strength-Threats Strategy:</p> <ol style="list-style-type: none"> <li>1. Competitive pricing can help counter higher pricing models of larger competitors making the service more accessible to a broader audience.</li> <li>2. Strong online presence and social media engagement can increase visibility and allow for direct competition with well-established brands capturing a wider customer base.</li> <li>3. Exclusive promotions and events can help maintain customer loyalty during periods of economic uncertainty encouraging continued engagement despite financial concerns.</li> </ol>
<b>Weaknesses</b>	<p>Weakness-Opportunity Strategy:</p>	<p>Weakness-Opportunity Strategy:</p>

	<ol style="list-style-type: none"> <li>1. Limited brand recognition can be addressed by partnering with universities to engage with students while building awareness and a strong local customer base.</li> <li>2. Expanding into online consultations offers the chance to reach a broader audience and increase market coverage.</li> <li>3. Introductory offers or discounts can attract new clients to address the issue of a small initial client by drawing in a larger volume of customers through affordable deals.</li> </ol>	<ol style="list-style-type: none"> <li>1. Affordable service packages can be introduced to counter the threat of economic downturns and make services more accessible even during financially uncertain times.</li> <li>2. Targeted marketing campaigns can increase brand awareness and help compete with larger competitors and increase engagement from key target markets.</li> <li>3. Flexible payment options and seasonal promotions can decrease the impact of economic instability while providing cost-effective options for clients and reducing the risk of losing customers.</li> </ol>
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## 5.4 Marketing Strategy

### 5.4.1 Services

Rias is a personalised fashion styling service offering tailored image consulting for individuals seeking to enhance their appearance and boost confidence. We specialise in color analysis, body type analysis, and makeup styling. Our company focuses on delivering a holistic approach that considers each client's unique features. There are three packages that Rias offered, including Aura Pesona, Rona Busana and Pesona Busana. The details on the services offered are stated in the table below.

<b>DETAILS OF SERVICES OFFERED</b>	
<b>SERVICES</b>	<b>DETAILS</b>
Aura Persona	<ul style="list-style-type: none"><li>● Focuses on face analysis, where the most suitable makeup styles are recommended.</li><li>● Offers consultations on self-owned makeup products and new makeup products curated by Rias.</li></ul>
Rona Busana	<ul style="list-style-type: none"><li>● Involves color and body type analysis to ensure clients choose clothing styles that best suit their body shape and color palette.</li><li>● Includes hijab and hair color analysis for a complete style makeover.</li><li>● Recommendations for self-owned wardrobes or new wardrobe pieces by Rias.</li></ul>
Pesona Busana	<ul style="list-style-type: none"><li>● Combines face analysis and body type styling for a complete and personalised styling experience.</li><li>● Clients receive custom makeup and wardrobe suggestions based on their unique features and preferences.</li></ul>

*Table 5.4.1.1 Details of Services Offered*

Rias offers a comprehensive range of personalized styling services designed to enhance each client’s appearance and confidence. With our focus on color analysis, body type styling, and makeup consultation, we ensure that every client receives tailored recommendations for a unique and polished look. Through our three core packages, Aura Pesona, Rona Busana, and Pesona Busana, we provide holistic and professional styling services that cater to diverse needs.

#### 5.4.2 Price

At Rias, our pricing strategy is designed to ensure accessibility for a wide range of clients while maintaining the quality and exclusivity of our services. We offer two pricing which are the normal price for the general public and a student discount for those in educational institutions. The pricing structure is aligned with our mission to cater to individuals from diverse backgrounds while ensuring a premium, yet affordable, styling experience. For each service, we offered different prices following the needs of our clients. The prices Rias offered for each package is stated in the table below.

<b>LIST OF PRICES FOR EACH SERVICES OFFERED</b>		
<b>SERVICE</b>	<b>NORMAL PRICE</b>	<b>STUDENT PRICE</b>
Aura Persona	RM 250	RM 120
Rona Busana	RM 350	RM 220
Pesona Busana	RM 500	RM 300

*Table 5.4.2.1 List of Prices for Each Services Offered*

Rias is committed to providing affordable and high-quality styling services that cater to individuals at various stages of their personal and professional lives. By offering competitive pricing and student discounts, we ensure that everyone regardless of budget can access personalised and expert styling consultations. We acknowledge the financial challenges that students often face and strive to make our services accessible to them while still maintaining the premium value that Rias is known for. Our pricing strategy not only sets us apart from competitors but also positions Rias as an inclusive brand that values style empowerment for all.

#### 5.4.3 Promotion

As a new rising brand in the image consulting industry, Rias is committed to building brand awareness and fostering customer engagement through a variety of promotional strategies. Our goal is to create meaningful connections with potential clients, attract attention to our unique services, and establish a loyal customer base. By leveraging both online and offline marketing channels, Rias will implement the following key promotional initiatives. We will promote our brand through anniversary celebration promotions, a university tour across Selangor, impactful signage billboards, and strategic social media marketing to increase visibility and drive customer engagement.

- Anniversary Celebration Promotions

The Anniversary Celebration Promotion serves as an effective marketing strategy to attract new customers by offering a 15% discount on selected services and a complimentary mini color assessment. This creates an accessible entry point for potential clients to experience Rias's personalized styling services at a reduced cost, encouraging first-time visits. By offering a limited-time promotion, Rias creates a sense of urgency, prompting quick decision-making. This strategy not only helps increase short-term bookings but also lays the foundation for long-term customer retention, as it introduces clients to the value and expertise of Rias's styling services and customers will be anticipating for each year promotions.



***Figure 5.4.3.1 Rias Anniversary Celebration Poster***

- **University Tour**

The University Tour around Selangor featuring a pop-up booth is a strategic marketing initiative designed to directly engage with the student demographic. By setting up a booth at key universities across Selangor, Rias can offer students a hands-on experience with our personalized styling services. The booth will feature mini styling sessions, where students can receive complimentary color analysis and styling tips. This interactive approach not only introduces students to Rias's offerings but also promotes our student discount for future consultations. By having a physical presence on campuses, Rias can connect with a younger audience, generate brand awareness, and build relationships with potential long-term clients in a cost-effective and engaging way.



*Figure 5.4.3.2 Example of booth setup for University Tour*

- Billboard and signage

The billboard and signage promotion for Rias serves as a powerful visual marketing tool to increase brand awareness. Strategically placed along high-traffic highways or in urban centers, this large-scale billboard features bold, eye-catching designs in black and gold, reflecting the luxurious yet accessible image of Rias. The billboard prominently displays the company name and contact information to invite viewers for consultations and showcasing the brand's social media handles for easy online engagement. By showcasing Rias's core services, this billboard aims to boost visibility and drive more potential customers to the business, reinforcing Rias's presence in the competitive market.



*Figure 5.4.3.3 Rias billboard*

- Social media

Social media is the main Rias's promotional strategy including platforms such as Instagram and TikTok to engage with a wide audience and build a strong online presence. By posting styling tips, client transformations, and behind-the-scenes content, Rias aims to showcase its expertise in personal styling and create engaging content that resonates with young, fashion-conscious consumers. Influencer collaborations will also play a significant role, as partnering with local fashion influencers can help extend the brand's reach to a larger, targeted audience. This strategy not only helps increase brand visibility but also drives direct engagement with followers through interactive content. Social media provides a cost-effective platform for Rias to build a community and create lasting connections with clients.

#### 5.4.4 Place

Rias's marketing strategy also focuses on ensuring our services are accessible to the right target audience through both physical and digital channels. Rias's primary location is at Eco Grandeur, Puncak Alam, where we offer consultations for clients looking for personalised styling services. This strategic location allows us to cater to the local community while being easily accessible to those in Selangor and surrounding areas.

Other than that, Rias will expand its reach digitally through online platforms, offering virtual consultations to cater to clients who may not be able to visit in person. Our presence on social media platforms such as Instagram and TikTok provides a digital storefront, allowing potential clients to view our services, interact with our brand, and book consultations directly from these platforms.

The combination of a physical location for personalised, direct consultations and an online presence for wider accessibility ensures that Rias can effectively reach and engage with its target audience, whether they prefer in-person interactions or the convenience of online services. This multichannel approach helps Rias build a stronger brand presence across different customer segments and geographical regions.

## 5.5 Sales Tactic

To strengthen our brand awareness and widen our customer segments, There are a few key components of sales tactics that will drive Rias's growth in the competitive image consulting market. Firstly, Rias's sales strategy is collaborating with local Malaysian brands such as Alha Alfa, Maez, Tomaz, and Miss Claire. These partnerships will allow Rias to integrate well-known Malaysian products into its styling services as well as offering local touch to clients. By recommending these trusted products during styling consultations, Rias will not only enhance the overall styling experience but also attract clients who are loyal to these popular local brands and make it easier to build trust and credibility in the market.

Beside that, Rias will also hire influencers to promote Rias's services on social media. By partnering with local fashion influencers who have a strong following among Rias's target audience, we increase brand visibility. As an example, influencers will showcase their styling sessions with Rias, and encourage their followers to book consultations. This influencer marketing strategy will help build brand awareness, drive engagement, and attract new customers who trust the opinions of influencers they follow.

Last but not least, Rias will also focus on creating exclusive promotions and events to drive customer engagement and sales. For example, joint promotions with partnered brands with discounted styling sessions or giveaways. This will create excitement and incentivize potential clients to try Rias’s services. These promotional events will be designed to not only generate immediate sales but also to foster long-term relationships with new customers while ensuring repeat business and customer loyalty.

## 5.6 Financial Plan for Marketing

### Marketing Budget

<b>Category</b>	<b>Monthly Budget</b>	<b>Period</b>	<b>Purpose</b>
<b>Social Media Advertising</b>	RM 300	Monthly	To increase brand awareness through Instagram and TikTok, targeting young, fashion-conscious individuals.
<b>University Tour</b>	RM 500	Yearly	To engage students through pop-up booths, offering discounts and consultations at universities.
<b>Billboard and Signage</b>	RM 500	Monthly	To boost visibility and attract a broader audience by placing billboards in high-traffic areas.
<b>Anniversary Promotions</b>	RM 600	Yearly	To celebrate the anniversary with special discounts and exclusive offers to attract new customers.

<b>Content Creation (Photography, Video graphy)</b>	RM 100	Monthly	To create engaging content for social media platforms, showcasing styling tips, transformations, and promotions.

*Table 5.6.1 Marketing Budget*

### Marketing Capital

<b>CATEGORY</b>	<b>MONTHLY BUDGET</b>	<b>PERIOD</b>	<b>PURPOSE</b>
<b>Branding and Setup</b>	RM 1000	One time	To establish brand identity with logo design, brand guidelines, and website development.
<b>Influencer and Brand Collaboration</b>	RM 500	Monthly	For collaborations with local brands like Emina and Alha Alfa, and engaging with fashion influencers to boost visibility.
<b>Event Cost</b>	RM 1100	Every 3 months	To set up pop-up booths at universities and other events offering styling consultations and engaging with potential clients.

*Table 5.6.2 Marketing Capital*

## **6.0 OPERATION**

### **6.1 Development**

#### **6.1.1 Research and Development**

The Rias team is eager to improve Rias's service and quality in order to increase the satisfactory rate from customers. Through thorough and in-depth research, development, and implementation, the feedback from our customers are tracked and taken into consideration. Customer satisfaction is important, and it is Rias's job to maintain the consistency inbound and outbound. The Rias team in R&D is divided into two separate functions, which are internal and external. The internal team focuses on further discussion with collaborative brands and how to make our brand more inclusive while the external team focuses fully on improving quality in customers' service and experience. Wholeheartedly, it is Rias's priority to guide customers to their utmost self-confidence. It is important for our consultation to stand the best out of the bests.

#### **6.1.2 Source of Equipment**

Rias's source of equipment ranges from simple machinery and automations, make-up of different overtone and undertone, and clothes, both informal and formal, that come in all sizes. Rias's studio displays a neutral lighting shade by default, a softbox, and a 3D skin analyser machine, to help customers understand their shade and skin more. These are bought locally after thorough inspection and research in terms of quality and suitability to the services offered in Rias. Since Rias caters to both men and women, our collaborative partners include but are not limited to TOMAZ, Miss Claire, MAEEZ, and Alha Alfa. Their brands and items are used in our consultation and displayed in our store. These brands are known for their inclusivity of all shades, sizes, and even skin types, which perfectly aligns with Rias's vision. Hence, a contract of cooperation is signed between us.

### 6.1.3 Process Workflow

Rias begins its service by confirming bookings with customers for every time slot. This means checking the service the customer buys, which would estimate the time of the consultation. After that, the customer would undergo a thorough service and consultation with an experienced consultant. This step varies to which service the customer has chosen. The consultant paired with the customer will guide thoroughly and give an in-depth perspective in terms of fashion and suitability of colours to the customer's undertone and overtone. For example, a customer that bought the 'Pesona Busana' package would have a face and body analysis done, alongside a custom make-up and wardrobe try-outs, with products from Rias's collaborative partners. The session ends with a new look and a new radiance from the customer.

<b>PROCESS WORKFLOW</b>
1. Receive Customer's Booking
2. Pair Customer with a Consultant
3. Service is run by the Consultant
4. Customer provides feedback

*Table 6.1.3 Rias Process Workflow*

## 6.2 Production

### 6.2.1 Production Workflow

SERVICES	FIGURES
Planned Services Rate Per Day	16 customers/day
Workers' Services Time	8 Hours
Workers' Standard Service Time	2 customers/hour

*Table 6.2.1.1 Manpower Planning of Rias*

OFFICE
Operating Hours = 8 hours/day ( 9:00 a.m - 5:00 p.m) 1 Hour Break
Working Days = 6 days/Week Monday - Saturday

*Table 6.2.1.2 Rias Working Operation*

STEP	TASK	TIME
1	Receive Customer's Booking Online	1 minute
2	Arrange Booking Slot and Confirmation of Customer's Slot and Service	5 minutes
3	Set-up equipment and place	15 minutes
4	Customer Check-in	2 minute
5	Customer receive the service chosen	90 minutes* <i>*Based on Service Chosen</i>

**Table 6.2.1.3 Rias Service Workflow**

6.2.2 Daily Output Capacity

OUTPUT	CAPACITY
Output per hour	2 customers/hour
Output per day	2 customers x 8 hours = 16 customers/day
Output per month	16 customers x 24 days = 384 services/month
Output per year	384 services x 12 months = 4608 services/year

**Table 6.2.2 Rias Output Capacity**

## 6.3 Facilities

### 6.3.1 Location of the business

Rias is located at Eco Grandeur, Puncak Alam, Selangor. Kuala Selangor's residents are mainly families and students from universities nearby. The office sits at a strategic location which attracts customers from both students and working adults in the Selangor and Kuala Lumpur area. Furthermore, the spacious parking makes it easier for customers to park nearby. Our office stays polished, decorated with a luxurious ambience to welcome customers to a new experience.

The beauty industry in Puncak Alam is expanding, with saloons and barber shops nearby although, there is no exact company that offers the same exact service as ours. This limited competition allows Rias to become a number 1 choice for adults that would love to learn more about themselves. Rias is happy to help and assists customers in their journey of self-confidence.

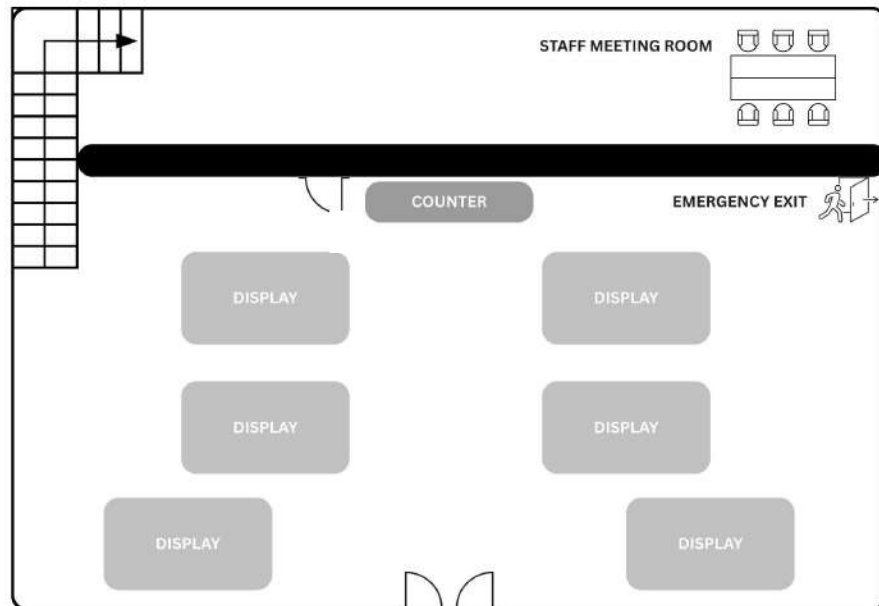


*Figure 6.3.1.1 Rias Office*

### 6.3.2 Operation Layout

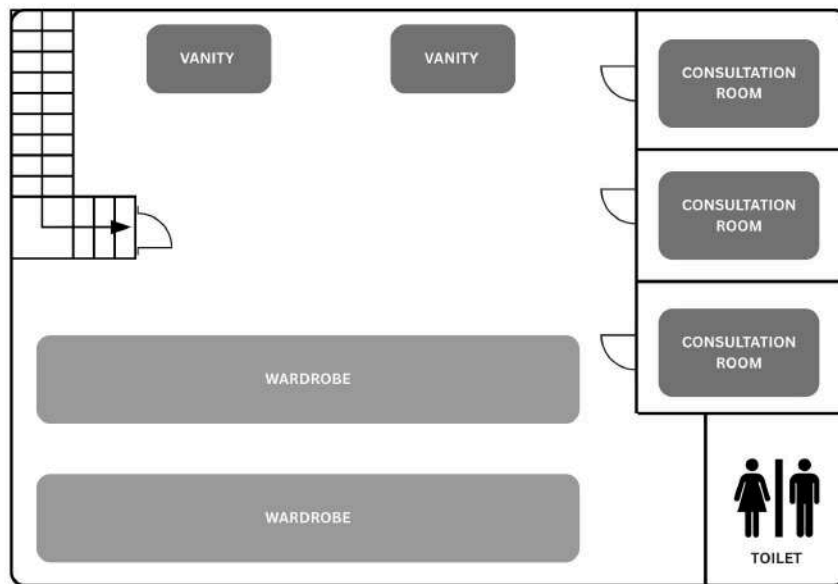
Rias office is divided into two levels. The first level focuses on the office, product displays and customers' booking while the second level focuses on consultation and wardrobe try-outs. This ensures that the operation runs smoothly in their given space.

The first level is wide and spacious, giving customers a sense of new beginnings as they are welcomed with products that offer a wide range of skin shades and sizes. The products are arranged neatly, and the lights used are ambient to give customers a sense of calm. This inclusivity is Rias's identity, alongside the company's collaborative partners. Furthermore, the air is scented with a beautiful scent, marking Rias exclusivity in terms of experience.



**Figure 6.3.2.1** First level layout

Rias's second level focuses highly on customers' comfort. The individual consultation rooms prioritise the customer's privacy, while the wardrobe outside gives customers a sense of freedom. Each room is decorated with a filled vanity and an office table, suited for consultation. Customers are free to try out the products arranged in the consultation room, as they are chosen by the consultants to fit their needs and suitability. Moreover, the area would be set up with neutral lights to ensure the customer sees the visible difference and changes. The area is air-conditioned to make sure the customers are relaxed and comfortable.



*Figure 6.3.2.2 Second level layout*

### 6.3.3 Operation Overhead

No.	Items	Cost yearly (RM)
1	Rental (4,000 x 12 months)	48,000
2	Utilities (800 x 12 months)	9,600
3	Equipment maintenance	4,000
4	Renovation	20,000
5	License	1,530
Total		83,130

*Table 6.3.3 Overhead cost*

### 6.3.4 License, permits, and regulations required

No.	License/Permit	Issuing Authority	Purpose	Estimated Cost (RM)
1	Business Premise License	Majlis Perbandaran Kuala Selangor (MPKS)	To legalise the operation of the business.	1,010
2	Fire Safety Clearance	BOMBA	To make sure the premise is prepared in any case of hazard.	500 (one-time)
3	Premise and Signboard License	Majlis Perbandaran Kuala Selangor (MPKS)	To allow company to advertise legally	520

*Table 6.3.4 License, permits, and regulations required to operate*

## 6.4 Staffing

### 6.4.1 Staffing needs and key roles

<b>Position</b>	<b>Main Duties</b>	<b>Quantity</b>
Operational Manager	<ul style="list-style-type: none"><li>● Supervises the operations</li><li>● Ensures performances are up-to-par</li><li>● Manage any customers' dissatisfaction</li></ul>	1
Financial Manager	<ul style="list-style-type: none"><li>● Oversees the company's finance</li></ul>	1
Consultant	<ul style="list-style-type: none"><li>● Guides customers through their appointment</li><li>● Entertain and comfort customers</li></ul>	2
Stylist	<ul style="list-style-type: none"><li>● Arranges the clothing and materials neatly</li><li>● Styles customers</li></ul>	1
Cashier	<ul style="list-style-type: none"><li>● Handles customers' booking and payments</li><li>● Ensures customer service is high quality</li></ul>	1
Total		6

*Table 6.4.1 Staffing needs and key roles*

#### 6.4.2 Employee type and sourcing

<b>Position</b>	<b>Qualification</b>	<b>Employment Type</b>	<b>Sourcing Method</b>
Operational Manager	Bachelor	Full-time (MR3,000/month)	Job recruitment portals, experienced staff, social media advertisements
Financial Manager	Bachelor	Full-time (RM2,800/month)	Job recruitment portals, social media advertisements
Consultant	Bachelor	Full-time (RM2,800/month)	Job recruitment portals, social media advertisements, trained staff
Stylist	Bachelor	Full-time (RM2,800/month)	Job recruitment portals, social media advertisements
Cashier	Bachelor	Full-time (RM2,800/month)	Job recruitment portals, internships, social media advertisements

*Table 6.4.2 Employment type*

### 6.4.3 Training and Development

Training and Development is done for the staff to ensure a high quality in operating a business. Rias's staff undergo a thorough-training in order to increase their knowledge and capabilities. This is compulsory for all the staff under Rias. This training focuses on:

#### 1. **Consultation**

- Ensures consultation is done professionally
- Appropriate use of language and great manners
- Handling customers' variety of personalities

#### 2. **Customer Service**

- Etiquette is charismatic and suitable
- Manage transaction smoothly
- Handling customers' requests, questions, and feedback

#### 3. **Styling Abilities**

- Learn multiple styles in fashion, hair, and make-up
- Educate customers in their suitability for colours
- Studies body types for perfect fashion styling

## 6.5 Equipment

### 6.5.1 Service Equipment

Item	Quantity	Estimated Cost (RM)	Lease/Purchase	Source
Make-up brushes and application tools	10	500	Purchase	Watsons
Hair-styling tools	10	1,250	Purchase	Dyson
3D Face Analysis	3	21,000	Purchase	Aura Reality
Colour Analysis Fabric	3	2,700	Purchase	Local Supplier
Hijab in all colours	50	700	Purchase	Local Supplier
Clothing in all sizes from collaborative partners	100	6,800	Lease	TOMAZ & Miss Claire
Make-up from collaborative partners	100	5,500	Lease	Maez & Alha Alfa
Total		38,450		

**Table 6.5.1** List of service equipment

## 6.5.2 Equipment

Item	Quantity	Estimated Cost (RM)	Lease/Purchase	Source
Display Rack	10	2,500	Purchase	IKEA
Admin Desk	1	700	Purchase	IKEA
Sofa	2	2,125	Purchase	IKEA
Air-conditioner	2	10,350	Purchase	Harvey Norman
Printer	1	860	Purchase	IKEA
Vanity	3	15,000	Purchase	IKEA
Office Desk	4	3,200	Purchase	IKEA
Long Table	1	1,000	Purchase	IKEA
White board	2	800	Purchase	IKEA
Office Chair	12	3,450	Purchase	IKEA
Chair (Consultation)	10	3,500	Purchase	IKEA
Total		43,485		

*Table 6.5.2 List of equipment*

### 6.5.3 Office Supplies

Item	Quantity (Unit)	Estimated Cost (RM)
Pen	30	32
Files	20	38
Ink Cartridge	3	30
A4 Paper	10	75
Marker	12	27
Scissor	6	10
Stapler	6	15
Total		227

*Table 6.5.3 List of Office Supplies*

**Total Service Equipment: RM38,450**

**Total Office Equipment: RM43,712**

## 6.6 Supplies

### 6.6.1 Suppliers

<b>Supply Type</b>	<b>Supplier</b>	<b>Location/Platform</b>	<b>Reason for Selection</b>
Clothing	TOMAZ	Puncak Alam	Inclusive sizes and great designs
Clothing	Miss Claire	Puncak Alam	Inclusive sizes and great designs
Make-up	Alha Alfa	Shah Alam	Inclusive shades and suitable for all skin types
Make-up	Maez	Sepang	Inclusive shades and suitable for all skin types

*Table 6.6.1 List of Supplier*

# 7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

## 7.1 Management Team

Rias is a company that operates as a partnership business company that is registered under the Companies Commission of Malaysia (SSM). A partnership is a business that has two or more owners, but no more than twenty. The company is managed by five individuals which are Nur Myfthahul Qystiena Mohd Fadhly, Ibrah Nuwairah Binti Mohd Shakil, Wardiah Athirah Binti Wazlan, Melissa Idora Mohamad Nor and Nurul Huda Binti Norhakimi. Each partner plays a vital role in managing the business to ensure Rias to be a progressive and successful company.

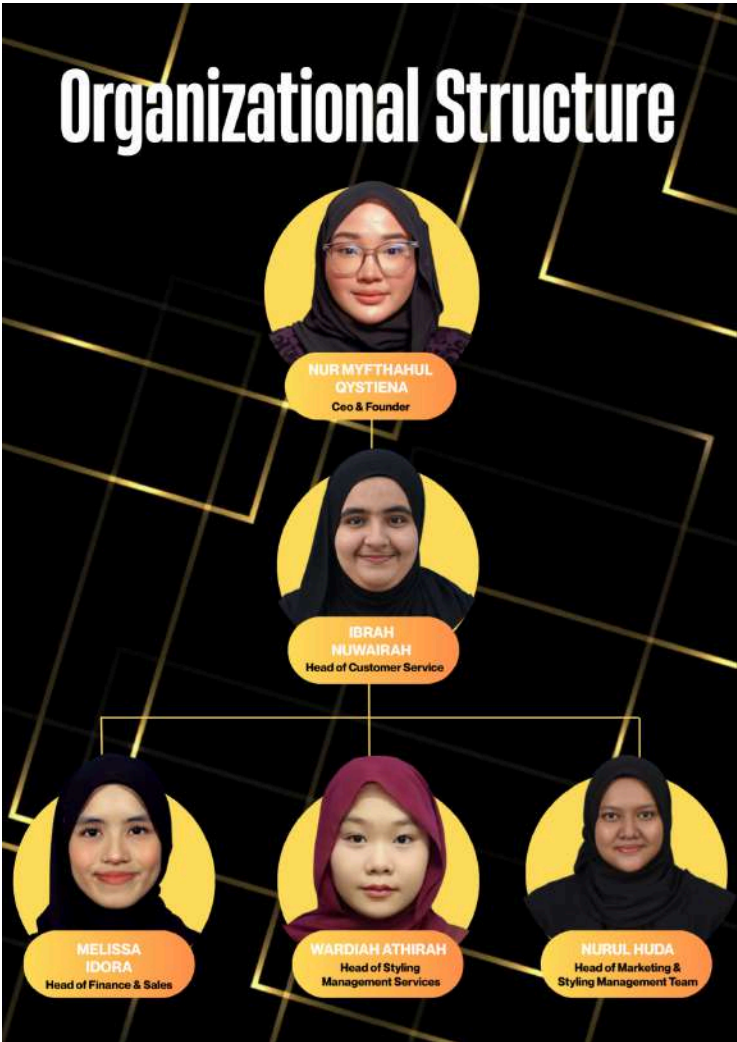


Figure 7.1 Organizational Chart

Nur Myfthahul Qystiena as the Chief Executive Officer (CEO) and founder is responsible for setting the vision and direction of rias, as well as making key business decisions and leading and managing the overall company. She also represents Rias in partnerships and collaborations. Ibrah Nuwairah, as the Head of Customer Service, functions to manage customer bookings and enquiries and ensure high customer satisfaction. Other than that, she also handles feedback and service support and puts in efforts to maintain strong client relationships. Wardiah Athirah, the Head of Styling Management Services manages stylists and makeup artists, ensures service quality and consistency and oversees scheduling and operations. She also makes sure to maintain professional service standards. Melissa Idora, the Head of Finance and Sales oversees budgeting and financial planning and manages sales strategies and pricing. Furthermore, she also tracks revenue and expenses and supports business growth and profitability. Last but definitely not least, Nurul Huda, the Head of Marketing and Styling Management Team plans and manages marketing strategies, promotes Rias' styling and makeup services, manages social media and brand image and finally coordinates marketing activities with the styling team.



**FOUNDER & CHIEF EXECUTIVE OFFICER (CEO)**

Name	Nur Myfthahul Qystiena Mohd Fadhy
Identity Card Number	020108-10-2801
Age	24 years old
Permanent Address	No 36, Jalan SP 8/1, The Royale @ Segar Perdana, Batu 9, 43200 Cheras, Selangor.
E-mail	msqystnamf@gmail.com
Telephone Number	012-7712901
Marital Status	Single
Academic Status	Bachelor of Business Administration (Hons.) Specialisation in Operations and Service Management
Course Attended	<ul style="list-style-type: none"> <li>● Executive Leadership &amp; Entrepreneurship Program</li> <li>● Strategic Business Management for Service-Based Companies</li> <li>● Financial Planning &amp; Pricing Strategy for Creative Services</li> <li>● Branding, Marketing &amp; Digital Presence for Beauty Businesses</li> </ul>
Skills	<ul style="list-style-type: none"> <li>● Business leadership and entrepreneurial decision-making</li> <li>● Strategic planning and brand development</li> <li>● Client relationship and customer experience management</li> <li>● Creative direction in makeup and styling services</li> <li>● Team coordination and talent management</li> <li>● Digital marketing, social media branding &amp; content planning</li> <li>● Problem-solving and business innovation</li> </ul>
Experiences	<p>Founder &amp; Chief Executive Officer (CEO), Rias (2025 - Present)</p> <ul style="list-style-type: none"> <li>● Established and led a makeup and styling services company</li> </ul>

	<ul style="list-style-type: none"><li>● Oversaw business strategy, branding, and service development</li><li>● Managed client consultations, bookings, and service quality</li><li>● Led and coordinated makeup artists and styling teams</li><li>● Developed marketing strategies to grow brand visibility and client base</li></ul> <p>Operations &amp; Business Development Experience (2021 - 2024)</p> <ul style="list-style-type: none"><li>● Managed daily operations, scheduling, and service delivery</li><li>● Developed pricing packages and service workflows</li><li>● Built partnerships with clients, vendors, and collaborators</li></ul>
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**HEAD OF CUSTOMER SERVICE**

Name	Ibrah Nuwairah Binti Mohd Shakil
Identity Card Number	012601-07-0613
Age	25 years old
Permanent Address	No. 8, Jalan Seri Tunku Perdana, Bukit Tunku, 50480, Wilayah Persekutuan Kuala Lumpur, Malaysia
E-mail	ibr@gmail.com
Telephone Number	011-26011306
Marital Status	Single
Academic Status	Bachelor of Communications (Hons.)
Course Attended	<ul style="list-style-type: none"><li>● Customer Service Fundamentals</li><li>● Managing Customer Expectations</li><li>● CCSP certificate</li></ul>
Skills	<ul style="list-style-type: none"><li>● Clear communication</li><li>● Efficient problem-solving</li><li>● Flexible handling of customers</li><li>● Power negotiator</li></ul>
Experiences	<ul style="list-style-type: none"><li>● Head of Customer Service for Rias (2024-Present)</li><li>● Learning and Talent Specialist for ASTRO (2023-2024)</li></ul>



**HEAD OF STYLING MANAGEMENT SERVICES**

Name	Wardiah Athirah Binti Wazlan
Identity Card Number	030523-14-0340
Age	23 years old
Permanent Address	12, Cyber Garden Residence, Persiaran Bestari, 63000 Cyberjaya, Selangor, Malaysia
E-mail	athirah23@gmail.com
Telephone Number	011-18972203
Marital Status	Married
Academic Status	Diploma in Fashion Styling & Image Consulting
Course Attended	<ul style="list-style-type: none"> <li>● Fashion Styling &amp; Wardrobe Coordination</li> <li>● Professional Hair Styling</li> <li>● Makeup for Events &amp; Photoshoots</li> <li>● Personal Image &amp; Branding</li> <li>● Styling Management &amp; Team Leadership</li> </ul>
Skills	<ul style="list-style-type: none"> <li>● Creative styling concepts</li> <li>● Strong leadership &amp; team coordination</li> <li>● Hair &amp; makeup management</li> <li>● Wardrobe planning</li> <li>● Client consultation</li> <li>● Time management under pressure</li> <li>● Attention to detail</li> <li>● Trend analysis</li> </ul>
Experiences	<ul style="list-style-type: none"> <li>● Head of Stylist Management (2024–Present)</li> <li>● Senior Stylist (2022–2024)</li> <li>● Junior Stylist (2020–2022)</li> </ul>



**HEAD OF FINANCE AND SALES**

Name	Melissa Idora Binti Mohamad Nor
Identity Card Number	960716-14-0571
Age	29 years old
Permanent Address	5-10, Ritz Carlton, Bukit Bintang, 55100, Kuala Lumpur
E-mail	msmelora@gmail.com
Telephone Number	017-3415674
Marital Status	Married
Academic Status	Bachelor's in Accounting (Hons.)
Course Attended	<ul style="list-style-type: none"><li>● Accounting</li><li>● ACCA certificate holder</li><li>● Auditing</li></ul>
Skills	<ul style="list-style-type: none"><li>● Attention to details</li><li>● Interest in audit</li><li>● Can work under pressure</li><li>● Intricate report</li></ul>
Experiences	<ul style="list-style-type: none"><li>● Company Auditor (2024-Present)</li><li>● Financial Accountant (2022-2024)</li><li>● Budget Analyst (2020-2022)</li></ul>



### HEAD OF MARKETING AND STYLING MANAGEMENT TEAM

Name	Nurul Huda Binti Norhakimi
Identity Card Number	000101-01-0110
Age	26 years old
Permanent Address	Unit 28-05, Residensi Seri Kiara, Persiaran Dutamas Kiara, Mont Kiara, 50480 Kuala Lumpur
E-mail	proplayermlbb@yahoo.com
Telephone Number	011-6700001
Marital Status	Single
Academic Status	Bachelor's in Fashion Design with Marketing (Hons.)
Course Attended	<ul style="list-style-type: none"><li>● Marketing &amp; Entrepreneur Course</li><li>● Fashion Designing Course</li><li>● Beauty Service Course</li></ul>
Skills	<ul style="list-style-type: none"><li>● Unique Personality</li><li>● Innovation and Digital Skills</li><li>● Fashion Designer</li><li>● Drawing</li></ul>
Experiences	<ul style="list-style-type: none"><li>● Head of Trend Research Department (2022-2023)</li><li>● Production Management Manager (2024)</li><li>● Manager of Material Selection Department (2024-2025)</li></ul>

## 7.2 External resources and services

<b>Resource/ Services</b>	<b>Purpose</b>	<b>Frequency</b>	<b>Provider/ Contact</b>	<b>Estimated Cost (RM)</b>
Accountant	Manage financial records, prepare financial statements, handle tax filing & compliance, and advise on budgeting, cost control & pricing.	Monthly	YYC & Co.	RM800/ month
Lawyer	Draft & review contracts, ensure compliance with laws & regulations, protect intellectual property, and advise on company structure & legal decisions.	As needed	Skrine	RM400/ consultation
Marketing consultant	Advise on digital marketing, analyze market trends & customer behavior, and help increase sales, visibility & market reach.	Project basis	MYSense	RM1000/ project
IT Support	Set up & maintain hardware, software & networks, provide technical support when needed, manage data security & backups, and support email systems, servers, cloud tools.	Monthly	Techfix Malaysia	RM500/ month

*Table 7.2 list of external resources and services*

### 7.3 Human Resources

Name and Position	Total	Monthly Salary (RM)	EPF 13% (RM)	SOCSSO (RM)	Share of Ownership	Total (RM)
Founder & Chief Executive Officer (CEO) <ul style="list-style-type: none"> <li>Nur Myfthahul Qystiena Mohd Fadhly</li> </ul>	1	3000	390	-	60%	3390
Head of Customer Service <ul style="list-style-type: none"> <li>Ibrah Nuwairah Binti Mohd Shakil</li> </ul>	1	2800	364	36.90	10%	3200.90
Head of Styling Management Services <ul style="list-style-type: none"> <li>Wardiah Athirah Binti Wazlan</li> </ul>	1	2800	364	36.90	10%	3200.90
Head of Finance and Sales <ul style="list-style-type: none"> <li>Melissa Idora Binti Mohamad Nor</li> </ul>	1	2800	364	36.90	10%	3200.90
Head of Marketing and Styling Management Team <ul style="list-style-type: none"> <li>Nurul Huda Binti Norhakimi</li> </ul>	1	2800	364	36.90	10%	3200.90
<b>Total</b>	<b>6</b>	<b>14,200</b>	<b>1'846</b>	<b>147.60</b>	<b>100%</b>	<b>16,193.60</b>

*Table 7.3 Management Compensation and Ownership of Rias*

#### 7.4 Advisory Board

<b>No</b>	<b>Name</b>	<b>Expertise</b>	<b>Role/Contribution</b>
1	Siti Saleha Binti Shukor	Accountant	Records, manages, and reports the company's financial transactions and handles taxation.
2	Shukri Bin Yahya	Lawyer	Provides legal advice and ensures the company follows rules and regulations.
3	Alvin Chong Zi Bin	Marketing consultant	Advises on marketing strategies to improve sales and brand reach.
4	Nadhir Bin Mohd Nasar	IT Support	Maintains computer systems and resolves technical issues within the company.

*Table 7.4 Advisory Board*

## 7.5 Organisational Budget

<b>Administrative Expenditure Budget</b>	
	RM
<b>Fixed asset</b>	
Land and building (RM4,000x12)	48,000
Business fixtures	20,000
Office equipment	10,000
<b>Working capital</b>	
Utilities (RM800 x 12)	9,600
Salary (RM14,200 x 12)	170,400
<b>Other expenditure</b>	
Office supplies	2,000
Office renovation	20,000
Office maintenance	4,000
<b>Pre-operations</b>	
Insurance	1,500
<b>TOTAL</b>	<b>285,500</b>

*Table 7.5 Administrative Expenditure Budget*

## 8.0 FINANCIAL PROJECTION

### 8.1 Start-up Cost

<b>Start-Up Cost</b>	<b>Cost (RM)</b>	<b>Own Contribution (RM)</b>	<b>Loan (RM)</b>
<b>Capital Expenditure : Administrative</b>			
Land and building	48,000	-	48,000
Business fixtures	20,000	-	20,000
Office equipment	10,000	648	9352
Office renovation	5340	3000	2340
Motor vehicle	12,000	-	12,000
<b>Capital Expenditure : Operation</b>			
Makeup brushes and application tools	500	500	-
Hair styling tools	1250	1250	-
Storage cases for makeup and styling equipment	860	860	-
Printing	785	785	-
Furnitures	6878	-	6878
<b>One-time Start-Up Expenditure</b>			
Office supplies	870	-	870
Branding and logo design	345	345	-
Collaborative photoshoot and portfolio creation	775	-	775
Legal and professional fees	17,350	-	17,350
Advertising for opening	5665	-	5665

Pre Operations			
Business registration and licenses	1530	830	700
Meetings and negotiations with makeup and clothing partners	350	350	-
Product and outfit trials	-	-	-
Social media setup and content preparation	245	245	-
<b>TOTAL</b>	<b>132,743</b>	<b>8813</b>	<b>123,930</b>

*Table 8.1 Rias's Start-Up Cost*

## 8.2 Working Capital

<b>WORKING CAPITAL</b>	<b>RM</b>	<b>FIXED</b>	<b>VARIABLE</b>
Marketing :			
Advertising	5000		5000
Collaboration	680		680
Content creator	755		755
Administrative :			
Utilities	9600		9600
Office maintenance	2000	2000	
Salaries	170,400	170,400	
Office supplies	500		500
Insurance	755	755	
Operation :			
Salaries and wages	8835	8835	
Transportation	12,000		12,000
Makeup consumables	765		765
Styling consumables	577		577
Equipment maintenance	358	358	
Packaging materials	125		125
Other Expenditures :			
Emergency fund	15,000	15,000	
Client refreshments	350	350	
Software subscriptions	815	815	
Professional fees	17,350	17,350	

Bank charges and transaction fees	360		360
<b>Total Working Capital</b>	246,225	215,863	30,362

*Table 8.2 Rias's Working Capital*

8.3 Start-up Capital and Financing

ESTIMATED START-UP CAPITAL	
FINANCING	
Equity : Share capital	
Founder Investment	RM95,000 (100%)
Equity : Venture Capital	
Founder Investment	RM95,000 (67.86%)
Venture Capital Investment	RM45,000 (32.14%)
<b>TOTAL</b>	<b>RM140,000 (100%)</b>

*Table 8.3.1 Rias's Equity : Share and Venture Capital*

ESTIMATED START-UP CAPITAL	
FINANCING	
Loan	RM123,930
<i>Annual Interest Rate (%)</i>	3.5
<i>Loan Duration (Years)</i>	5
<b>TOTAL INTEREST PAYABLE</b>	<b>RM21687.75</b>
<b>TOTAL PAYABLE AMOUNT (YEAR)</b>	<b>RM145,617.75</b>

ESTIMATED START-UP CAPITAL	
FINANCING	
<b>TOTAL PAYABLE AMOUNT (MONTH)</b>	<b>RM2426.96</b>

*Table 8.3.2 Rias's Total Payable Loan Amount*

## 9.0 CONCLUSION

Rias is built on a strong foundation of professionalism, creativity, and customer-centered service. From the moment a client books an appointment, the company ensures a smooth and personalized experience through careful planning, skilled makeup artists, and attentive styling management. This dedication to quality creates trust and builds a loyal customer base, which is essential in the beauty industry where reputation and consistency matter most. Rias is well-equipped to deliver high-standard services that meet client expectations every time with clear leadership and structured roles.

Rias' brand strategy is focused on creating a memorable identity that stands out in the competitive beauty market. Through collaborations with makeup and clothing brands, Rias not only reduces operational costs but also strengthens its brand image and service value. The company uses creative marketing, social media storytelling, and attractive visual content to connect with customers emotionally and visually. This approach helps Rias position itself as a modern, reliable, and stylish service provider that clients can trust for special occasions, events, and personal makeovers.

With a clear financial plan and a scalable business model, Rias is ready to grow steadily and sustain success over time. The business plan demonstrates careful cost management, realistic working capital, and strong revenue strategies that support long-term stability. As the company expands, Rias can continue to improve service offerings, develop new partnerships, and explore wider markets while maintaining its core values. Ultimately, Rias is not just a service provider but a growing brand with the potential to become a trusted name in the beauty and styling industry for years to come.

10.0 APPENDICES



Figure 10.1 Rias Logo

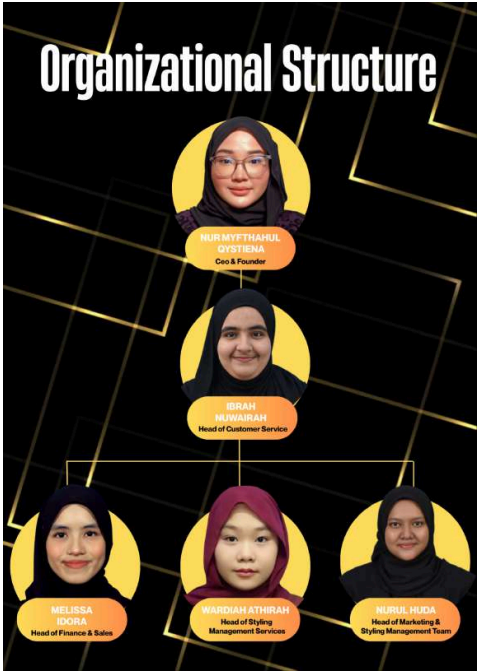


Figure 10.2 Rias Organisational Chart

## WHAT IS RIAS?

A company where a customer's dream look comes to life through refined, personalised analysis that is perfectly curated to match their signature, overflowing vibe.

### MISSION STATEMENT

To inspire self-love and confidence by celebrating every customer's essence exactly as it shines.

#### PERSONALISED CONSULTATION

Focuses on clients' suitability, lifestyle and needs, resulting in the best personalisation for each individual.

#### LONG-TERM IMPACT CONSULTATION

Focuses on achieving lasting results and sustainable improvements in clients' personal style, confidence, and appearance.

#### INCLUSIVE FOR BOTH GENDERS

Designed to be available for both genders, ensuring the best experience for the client's comfort and confidence.

### COMPETITIVE ADVANTAGE

#### BRIEF FINANCIAL FORECAST

- Achieve a 20% increase in local brand recognition to support revenue growth.
- Expand into new customer segments within the next year to drive market growth.
- Increase social media engagement and website traffic by 75% in the next quarter to boost sales potential.

#### Time Frame

- Short-term (2-6 months)
- Medium-term (12 months)

#### Key Metrics

- Brand awareness
- Customer growth
- Website traffic

#### Expected Impact

- Higher visibility
- Market expansion
- Sales Potential

## RIAS

The Epitome of Makeup & Styling Artistry

### FINANCING REQUIRED

START-UP COST			
START-UP COST	COST	OWN CONTRIBUTION	LOAN
Capital Expenditure: Administrative	32,000	32,000	-
Capital Expenditure: Operation	30,000	30,000	-
One-time start-up Expenditure	35,000	35,000	-
Pre-Operations	8,000	8,000	-
<b>TOTAL</b>	<b>105,000</b>	<b>105,000</b>	<b>-</b>

WORKING CAPITAL			
WORKING CAPITAL	RM	FIXED	VARIABLE
Marketing	325	-	325
Administrative	3100	3100	-
Operation	12,250	12,250	-
Other Expenditure	250	-	250
<b>Total Working Capital</b>	<b>15,925</b>	<b>15,950</b>	<b>975</b>
Total Working Capital Required	1 month	15,925 - 5% = RM15,126	
Working Capital + Contingencies	0%	(6,530) + (6,4 9,630) = 16,115	

### START-UP CAPITAL AND FINANCING

ESTIMATED START-UP CAPITAL	
FINANCING	
Equity: Share & Venture Capital	100,000
Loan	-
	Annual Interest Rate
	Loan Duration (Years)

### RETURN EXPECTED

RETURN EXPECTED	
Annual Revenue	RM251,245
Net Profit	60,07,835 per year
Return of Investment (ROI)	57.94%
Payback Period	2 years



*Figure 10.3 Rias Poster*

addressing challenges.						
Format						
Well-organized, clear, and professionally presented content	0	2	3	4	5	/5
Conclusion	0-2	3-4	5-6	7-8	9-10	/10
Clearly summarize the entrepreneurial mindset, opportunity recognition, Business Model Canvas (BMC) findings, and growth plan						
						/100

□

### BUSINESS PLANNING RUBRICS (40%)

Course Name: Principles of Entrepreneurship	Group members name:	Lecturer's Name:
Course Code: ENT530	Group:	

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
<b>Preliminary items</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
		Provide poor preliminary materials • Cover page • Acknowledgement • <b>Table of contents</b>	Provide moderate preliminary materials • Cover page • Acknowledgement • Table of contents	Provide satisfactory preliminary materials • Cover page • Acknowledgement • Table of contents	Provide good preliminary materials • Cover page • Acknowledgement • Table of contents	Provide excellent preliminary materials • Cover page • Acknowledgement • Table of contents	
<b>Executive summary</b>	<b>5</b>	<b>0</b>	<b>1-2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
		No executive summary	Poorly understand on the executive summary	Moderate understand on the executive summary	<b>Satisfactory understanding on the executive summary</b>	Good understanding on the executive summary	
<b>Company Profile (company name, logo and vision, Company History, Legal Structure, Key Partnership)</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
		Poorly presented. Many key elements are not highlighted	Moderately presented. Few key elements are highlighted	Satisfactorily presented. Fairly highlight key elements	Highly satisfactorily presented. Good in highlighting key elements	Excellent presented. Key elements are excellently highlighted.	
<b>Industry Analysis (infographics, key success factors, trend analysis, long-term prospect)</b>	<b>10</b>	<b>1-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	
		Poorly presented. Many key elements are not highlighted	Moderately presented. Few key elements are highlighted	Satisfactorily presented. Fairly highlight key elements	Highly satisfactorily presented. Good in highlighting key elements	Excellent presented. Key elements are excellently highlighted.	
<b>Product or Service Description</b>	<b>10</b>	<b>1-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	
		Poorly presented. Many key elements are not highlighted	Moderately presented. Few key elements are highlighted	Satisfactorily presented. Fairly highlight key elements	Highly satisfactorily presented. Good in highlighting key elements	Excellent presented. Key elements are excellently highlighted.	
<b>Market Analysis and Strategies</b>	<b>10</b>	<b>1-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	
		Poorly presented. Many key elements are not highlighted	Moderately presented. Few key elements are highlighted	Satisfactorily presented. Fairly highlight key elements	Highly satisfactorily presented. Good in highlighting key elements	Excellent presented. Key elements are excellently highlighted.	
<b>Operations Plan</b>	<b>10</b>	<b>1-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	
		Poorly presented. Many key elements are	Moderately presented. Few key elements are	Satisfactorily presented. Fairly highlight key	Highly satisfactorily presented. Good in	Excellent presented. Key elements are	

		not highlighted	highlighted	elements	highlighting key elements	excellently highlighted.	
<b>Management Team And Company Structure</b>	<b>10</b>	<b>1-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	
		Poorly presented. Many key elements are not highlighted	Moderately presented. Few key elements are highlighted	Satisfactorily presented. Fairly highlight key elements	Highly satisfactorily presented. Good in highlighting key elements	Excellently presented. Key elements are excellently highlighted.	
<b>Financial Projection</b>	<b>10</b>	<b>1-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	
		Poorly presented. Many key elements are not highlighted	Moderately presented. Few key elements are highlighted	Satisfactorily presented. Fairly highlight key elements	Highly satisfactorily presented. Good in highlighting key elements	Excellently presented. Key elements are excellently highlighted.	
<b>Milestones</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
		Poorly presented. Many key elements are not highlighted	Moderately presented. Few key elements are highlighted	Satisfactorily presented. Fairly highlight key elements	Highly satisfactorily presented. Good in highlighting key elements	Excellently presented. Key elements are excellently highlighted.	
<b>Conclusion</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
		Unclear conclusion on the Business plan	Moderate conclusion on the Business plan	Satisfactory conclusion on the Business plan	Good conclusion on the Business plan	Excellent conclusion on the Business plan	
<b>Writing Style, Spelling &amp; Grammar</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
		Writing lacks sentence variety and few grammatical errors	Sentences were somewhat varied, and inappropriate with minimal grammatical errors	Sentences were correctly constructed	Sentences were correctly constructed and well-articulated	Sentences were well written and expressed	
<b>Timely Submission</b>	<b>10</b>	<b>0</b>				<b>10</b>	
		<b>Not submitted by due date</b>				<b>Submitted by due date</b>	
<b>Total:</b>	<b>100</b>						<b>/100</b>

□

**PRESENTATION RUBRIC  
(10%)**

Course Name: Principles of Entrepreneurship	GROUP MEMBER:	Lecturer's Name:
Course Code: ENT530		Group:

Introduction	15	1-3	4-6	7-9	10-12	13-15	
		Introduction is not interesting, audience is not addressed and poor presentation	Introduction is less interesting and addressed audience	Introduction is appropriately interesting, addressed audience	Introduction is interesting, addressed audience	Very Interesting introduction, addressed audience well	
<b>Content</b>	<b>25</b>	<b>0-5</b>	<b>6 – 10</b>	<b>11-15</b>	<b>16-20</b>	<b>21-25</b>	
		Information and examples are lacking or not well chosen for the topic. Not systematic organization and incomplete.	Information and examples are lacking or not well chosen for the topic. Less complete and systematic	Information and examples are less than adequate for assignment. Slightly	Information and examples are appropriately organized systematically,	Information and examples are appropriately organized systematically, accurately, relevantly	