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UNIVERSITI
TEKNOLOGI
MARA

CAMPUS SNAP MINI



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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

All praise to Allah, the Lord of the Universe, who has bestowed His mercy and strength upon us to finish this group assignment. We are grateful for the opportunity to accomplish this group business plan called Campus Snap Mini for subject Principle of Entrepreneurship (ENT530). The success of completing this task cannot be expressed in words. We would like to express our gratitude to our lecturer, Sir Raslan, who has been giving a hand to ensure that all students complete the task.

We would like to extend our appreciation and thank our friends for their help and cooperation. To those who have assisted us in finding the relevant sources to conduct a thorough assessment. After that, we would also like to express our gratitude to our parents for their support as we worked on this assignment. This assignment has truly tested our mental and physical abilities. Special thanks and congratulations to all group members Nur Izzah, Yaslina, Nurbahiyah Qurratu'ain, Nur Aina Batrisyia and Hanis Humairah.

After completing this task, we have learned new things that were previously unknown to us. To conclude, we are able to learn that in business it is not easy to run if we do not have a plan from the beginning such as preparing a business plan. We are hoping that through working on this assignment, we will be able to learn and gather new information that could benefit us in the possible future.

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1.0 EXECUTIVE SUMMARY

Campus Snap Mini was founded in 2024 as a product-focused company offering a permanent, campus-based photobooth service. The company provides a designated location where customers can easily preserve their memories. Our goal is to make it simple for people to capture moments with their loved ones anytime, anywhere. This approach addresses the challenge that many face in accessing photobooths, which are typically located in shopping malls that are distant and inconvenient for students.

The headquarters of Campus Snap Mini are located at Kompleks Al-Tijarah, UiTM Cawangan Selangor Kampus, Puncak Alam, 42300 Puncak Alam, Selangor. This location was chosen for its proximity to the university faculties, making it easily accessible to students. Additionally, the nearby popular food and beverage outlets, such as Zus Coffee and Tealive, naturally attract students to the area and increase the likelihood of walk-in customers. The business operates as a partnership among five members: Hanis Humairah binti Hairizam as CEO and founder, Nurbahiyah Qurratu'ain binti Che Mahmood as Managing Director, Nur Izzah binti Mohamad Dziauddin as Marketing Director, and Nur Aina Batrisyia binti Zambrie and Yaslina binti Zollkifle as Project Director.

Campus Snap Mini delivers a creative, high-resolution photobooth experience, combining accessibility with an enjoyable social environment for the university community. The automated “mini studio” allows customers to capture memories in custom-themed, high-resolution printed strips. Unlike digital photos that often remain hidden in phone galleries, these prints provide a tangible keepsake that can be used to decorate personal spaces or phone cases. To meet modern expectations, our photobooth features a user-friendly interface that enables customers to download their photos as GIFs via QR codes displayed on the screen.

To promote the business, Campus Snap Mini utilises social media platforms such as Instagram and Facebook, as well as organic word-of-mouth within the campus community. Our online presence and service platform are designed to stay current with the latest youth photography trends. Services are primarily offered at our physical booths in Kompleks Al-Tijarah. As a result, we are confident in our market growth potential, targeting a 5% market share in the first year and aiming to reach 10% by the third year. Campus Snap Mini is expected

to generate consistent monthly revenue of RM 5,000 to RM 6,000 starting from our launch in January 2025. We aspire for our brand to become the preferred photobooth service within the university, with plans to eventually expand to campuses across Malaysia .

2.0 COMPANY PROFILE

2.1 COMPANY BACKGROUND



Figure 1 : Company Logo

“Campus Snap Mini” was founded in 2024 with a simple yet exciting goal, that is to provide an innovative photobooth service that adds a unique and fun element to any event at UiTM Puncak Alam. Our mission is to make it easier for students especially to capture memories with a high-quality photobooth experience without the hassle of going out to the mall just to get a photobooth picture taken. Our primary objective is to provide a user-friendly and customizable photobooth experience. Our service allows for instant photo prints and provides a variety of themed props, creative backdrops and custom photo templates. As we continue to grow, our long-term objective is to expand our reach beyond UiTM Puncak Alam.

2.2 COMPANY BACKGROUND

Company Name	Campus Snap Mini
Business Address (HQ Department)	Kompleks Al-Tijarah, UiTM Cawangan Selangor Kampus, Puncak Alam, 42300 Puncak Alam, Selangor
Telephone Number	013-556789321

Email	campusnapmini@gmail.com
Form of Business	Partnership
Main Activity	Offering students and staff the opportunity to capture memorable moments with high quality photo experiences and instant prints.
Date of Commencement	1st January 2025
Date of Registration	15th January 2025
Name of Bank	Maybank

Table 01 : Organization's Background

3.0 INDUSTRY ANALYSIS

3.1 INDUSTRY OVERVIEW

The photobooth industry is currently at its peak among younger generations. There are numerous photobooth stores in malls, and they are often crowded with people taking photos for memories. Photobooths range from traditional enclosed booths to modern open setups with features such as custom designs, green-screen backgrounds and GIFs. Many photo booth stores attract customers by offering unique themes, such as overhead camera angles, inside a lift, or inside a train. One of the main highlights of a photobooth store is providing a wide variety of cute accessories to match customers' outfits and preferences. Thus, the growing popularity reflects a strong business opportunity for our business, Campus Snap Mini.

Campus Snap Mini stands out from others by providing customisable photo templates, props, and backdrops at affordable prices, as the targeted customer is students. Furthermore, we use digital features such as GIFs, boomerangs, and instant social sharing (QR download and email) to be on par with other companies' latest updates. To ensure customers' satisfaction, we also have customisable layouts, high-resolution print,s and premium paper for higher quality outputs. Lastly, we provide customers with different props that will be changed every week for a more creative approach and customer satisfaction. Therefore, we believe that our business, Campus Snap Mini, is competent enough to compete with other photobooth businesses at malls.

3.2 INDUSTRY SIZE, GROWTH & SALES PROJECTIONS

3.2.1 Industry Size

The photobooth shop is very popular, especially among students and young adults who love taking photos for social media and memories. Many photobooth shops are located in malls, and the majority of customers are university students. Therefore, Campus Snap Mini is opening in a university area to target students, specifically as the main customer group, by providing convenient access.

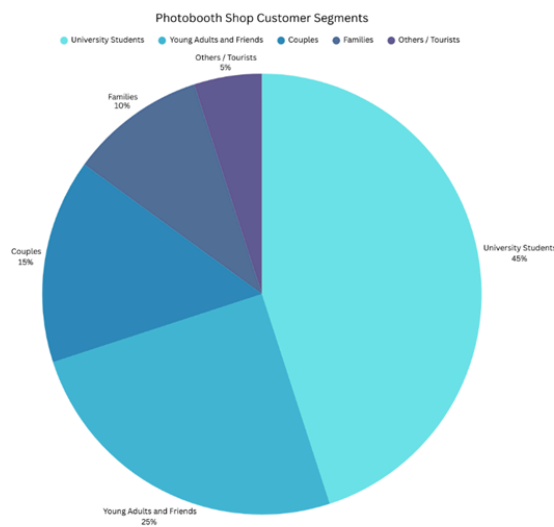


Figure 2 : Photobooth Shop Customer Segments

This infographic shows that students and young adults are the largest portion of the photobooth shop market, which directly supports the target market of Campus Snap Mini. This highlights a strong market for photobooth shops, especially those located near the campus.

3.2.2 Industry Growth

The photobooth market has grown steadily because of high demand from younger generations. They are usually interested in sharing photos online and creating memorable times with friends. As a result, the photobooth industry is estimated to grow more than 8% per year, as sharing photos online has become a trend, and continues to receive high demand from younger generations.

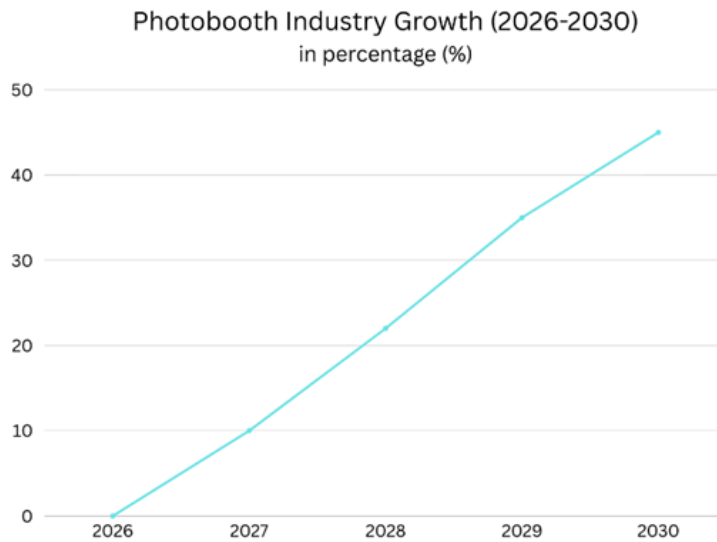


Figure 3 : Photobooth Industry Growth (2026-2030)

This data represents how the photobooth industry will grow estimately in the span of 5 years. This indicates continuous growth as the line is increasing each year.

3.2.3 Sales Projections

Campus Snap Mini is projected to generate around RM 5,000 – RM 6,000 per month from walk-in customers. It is expected to grow stagnantly as it will gain repeat customers and popularity through marketing.

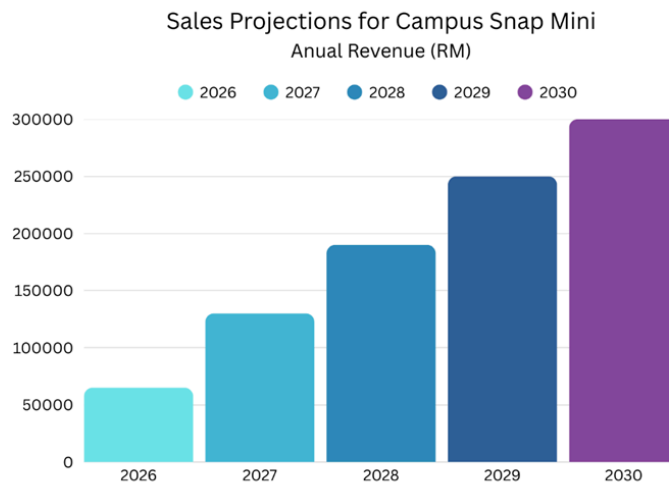


Figure 4 : Bar chart of Sales Projections

This bar chart shows expected revenue growth over 5 years for Campus Snap Mini. The comparison made shows how our business is expected to grow as we build partnerships, customers and repeat bookings.

3.3 INDUSTRY TRENDS

3.3.1 Economic Trends

The photobooth industry benefits a lot from the steady consumer spending among students and young adults. This is because their location is often on campuses or high-traffic areas, attracting more customers to come. Having a seasonal promotion is also one of the keys to boosting revenue. A small business like photobooth shops can continue to grow with economic stability and increasing retail activity.

3.3.2 Social Trends

Photobooths have gained popularity as a social activity among younger people who love to capture moments and share them on social media. Creating photo dumps with memories makes photobooths a must during an outing with friends or family. Adorable props, customisable themes, and immediate digital sharing make photobooth shops more appealing as a ‘hot’ spot for students and friends. There is high demand for these engaging experiences, resulting in repeated visits from customers.

3.3.3 Technological Trends

Technological advancement is essential to maintain the relevance and attractiveness of photobooth businesses. Digital functionalities like GIFs, boomerangs, green-screen backdrops, immediate social media sharing, and AR filters. User-friendly mobile interfaces and photo downloads through QR codes will boost customer convenience, creating a smooth experience. As a result, a more engaging experience will be created by integrating technology usage in photobooths.

3.3.4 Political / Regulatory Trends

Photobooth shops are required to adhere to safety, local health and business licensing standards. To illustrate, in communal photobooths, cleanliness is a requirement. Thus, cleanliness is our top priority to ensure public health. Digital photo sharing also affects data privacy regulations, resulting in businesses obtaining customers' permission when distributing images online. Our business prioritises customers' privacy to ensure they are comfortable and confident when using our services. By respecting confidentiality and building trust, we create a safe and enjoyable experience for our customers.

3.4 KEY SUCCESS FACTORS

3.4.1 Strategic Location

Being situated in Kompleks Al-Tijarah, UiTM Puncak Alam ensures high foot traffic among students, especially. As our photobooth is located in a place that has a lot of student attractions like Zus Coffee, Tealive, Richiamo Coffee and Ayam Gepuk Restaurants, there is constant exposure to students. Mostly, during peak periods such as graduation seasons, semester beginnings and semester endings, our photobooth is always packed with customers creating memories and capturing their special moments. This ensures our photobooth has constant customers throughout the years, as students usually visit repeatedly, as they want to experience our photobooth themes that are constantly changing. Therefore, having a strategic location for our business benefits us the most in increasing our sales.

3.4.2 Technology and Creative Offerings

Other key success factors for our business are technology and creative offerings. Students are mostly drawn to aesthetic templates, high-quality photos, themed frames, and digital features like instant QR downloads. By constantly updating designs to keep up with the trends, such as having K-pop themes, seasonal concepts and graduation layouts, customers will have a fresh and engaging experience. In addition, it will also highlight our creative offerings for students, as we keep changing our themes to be on par with current trends. Integrating digital features will also help our business attract more students, especially social media sharing features, as they play a major role in today's trends.

3.4.3 Customer Experience and Privacy Assurance

This is also essential for our business's success. Customers will feel more at ease if the photobooth is well maintained, has simple instructions, has clear privacy policies and has a fast service. Having a clean booth creates a positive first impression and encourages students to use the service repeatedly. Reducing confusion is also important to allow first-time users to operate the photobooth easily. As students often visit during their breaks between classes, having a fast service will help prevent long queues and enhance overall satisfaction. Privacy assurance can strengthen customer trust as it reassures them that their personal images are protected. Therefore, customer experience and privacy assurance will help boost our photobooth business success.

3.5 LONG-TERM INDUSTRY PROSPECTS

The long-term prospects for our university-based photobooth business are positive, as there is consistency in student markets. Every year, some new students are eager to make memories to commemorate their university life. This highlights continuous demands for photobooth services throughout the year.

As trends evolve, photobooth businesses can remain relevant by frequently updating their themes and digital features. This is because students are highly engaged in sharing photos online, and photobooths offer a fun experience that is aesthetic and memorable. Thus, it aligns with photobooth's experiences that are social media-friendly.

By continuously innovating, maintaining strong relationships with students and adapting to their preferences, we as a university-based photobooth business can achieve long-term growth and remain competitive over time.

4.0 SERVICE DESCRIPTION

OPPORTUNITY

Our business, Campus Snap Mini, offers an automated, high-definition photobooth for the modern university community, specifically students. The service addresses the growing demand for instant, affordable, and shareable photography experiences. While social media drives the need for digital files, there is a strong trend where students value physical photo strips to decorate their personal spaces or they will put it inside their casing devices. Our photobooth is

also compact and user-friendly. It provides more than just a photo. It offers an interactive social activity that turns a simple transaction into a memorable campus experience.

4.1 DETAILS OF SERVICE

Our Mini Studio is an automated, high-definition kiosk designed to deliver studio-quality results within seconds. The service utilises professional imaging technology with a user-friendly digital system to provide a convenient and create photography experiences for customers.

4.1.1 FEATURES

Our Campus Mini Snap is equipped with high-resolution DSLR cameras and high-quality studio lighting. It helps to ensure that every picture is visually appealing, clear, and sharp. We will use an ipad as a touchscreen feature allows users to easily select photo layouts and preview images before printing. This is to make the system more accessible to users of all ages. The booth integrates smudge-proof and waterproof technology photo prints. In addition, the Campus Mini Studio supports photo templates to make it more appealing to use. After printing, customers can scan a QR code that allows them to download digital photos copies and short video clips directly to their smartphones for seamless social media sharing. Optional props are also available to enhance the fun and user engagement.

4.1.2 PRICING STRUCTURE

The pricing structure of the Campus Snap Mini is strategically designed to be affordable and student-friendly. This pricing model encourages students to use our photobooth frequently and increases group participation.

PACKAGE	PRICE (RM)
BASIC STRIP (2 PHOTO COPIES)	10
GROUP PACKAGE (4 PHOTO COPIES)	18

Table 02 : The pricing structure of Campus Snap Mini

4.2 PROBLEM SOLVED

In a fast-paced university environment, students and staff often lack a quick, affordable way to capture high-quality memories. Our service addresses three main challenges, which are inconveniences of professional photography, the need for tangible keepsakes, and also as a medium of social connection.

To begin with, traditional photoshoots are expensive and require booking in advance. Our photobooth provides an instant, walk-in mini studio for students who want professional-looking photos without hassle. Next, everyone has a smartphone to capture breathtaking pictures. However, digital photos are often buried in galleries and forgettable. We provide physical prints that customers can use to decorate their rooms or keep as university milestones. Moreover, university life can be stressful. Our photobooth serves as a creative outlet because it allows friends to bond, have fun, and take a break between heavy lecture schedules.

Besides that, our service is a low-cost alternative to existing photography services. Unlike professional photographers or high-end studios that charge high session fees, our pricing is designed to fit a student's budget. This helps to encourage repeat visits from the students as the costs are low and student-friendly. In addition, our photobooth is accessible for everyone. Most photoboos are located in malls or students encountered during events. However, we offer unmatched convenience for students as they can use it whenever they wish during their daily routine. Although we are a low-cost option, we do not compromise on quality, We give the highest quality photos for our customers. Therefore, to ensure our service feels like a premium experience, we use high-end camera equipment and professional lighting.

4.3 VALUE PREPOSITIONS

Our business provides clear economics benefits by offering studio-quality pictures at affordable and student-friendly prices. This enables customers to obtain professional images without the need to book a photo studio or hire a professional photographer. It helps reduce their expenses. The automated systems reduce labor costs and operational overheads as it allows our business to maintain competitive pricing while keeping sustainability.

Moreover, Campus Snap Mini delivers instant results and eliminates waiting periods that are commonly associated with conventional photography services. The inclusion of both print and digital products increases the perceived value of each purchase. Overall, the Campus Snap Mini offers a solution to have an efficient cost. It benefits both customers and the business by maximizing the values while minimizing cost and time.

4.4 DEMONSTRABLE CUSTOMER DEMANDS

Our primary targeted audience consists of the Universiti Teknologi Mara, Puncak Alam community, specifically students, lecturers, administrative staff, and workers. In order to maximize accessibility and capture high-traffic volume, we have strategically positioned our photoboosts in two high-demand zones.

First and foremost, our main office department is located centrally near the academic buildings and the UiTM Hospital. This area serves as a natural congregation point due to its proximity to lecture halls and established food and beverages outlets. It ensures a steady stream of customers throughout the day. Also, it sits on the main route used by students commuting between classes and the area where students gather. We anticipate peak usage during graduation seasons, festive celebrations, or special university events, as well as daily lifestyles captured by students who are seeking to document their university life. Hence, we place our booths in these high-visibility transit zones, changing routine walking paths into spontaneous revenue opportunities.

4.5 THE EXISTING COMPETITION

Campus Snap Mini operates in a competitive environment with several established photo booths. Therefore, it is important to identify our existing competitors which are Photoism, Ohneul Studio, and Sarang Photo. All of them are well-recognized for their themed photobooth experiences. Photos is a popular brand that is known for its trendy templates and minimalist design that captivate young consumers. The studio emphasises the aesthetic that represents their brand identity. This helps the brand to build strong recognition among the social media users who are fond of aesthetic themes.

Besides that, Ohneul Studio focuses on a Korean-style self-photography studio. This brand provides studio-like results with a personalized experience. Last but not least, Sarang Photo emphasizes fun, customization and fun to the users. The brand often uses playful templates and seasonal themes to attract customers. In comparison, our Campus Mini Studio distinguishes itself by offering a student-friendly service that combines professional image quality with fast processing time and affordable pricing. This allows us to compete effectively within the current market as we provide accessibility and convenience.

5.0 MARKET ANALYSIS & STRATEGY

5.1 MARKET ANALYSIS

This market analysis is conducted to examine the market environment in which Campus Snap Mini will operate including marketing segmentation, competitive conditions. The aim of the analysis is to identify the potential growth of campus-based photobooth service at UiTM Puncak Alam.

The method used to collect data for the analysis is the observation and secondary data. Observation was conducted by monitoring students behavior in photo-sharing activities, event trends and photobooth usage during programs and activities within the campus. Secondary data analysis is based on the information collected from existing sources such as university events, social media trends , online publications and service information. Observation and secondary data provides reliable insight into market demand, customers current preferences and industry trends in supporting informed strategic and financial planning for the Campus Snap Mini.

5.1.1 Marketing Objectives

- a. Becoming the preferred photobooth service for student events at UiTM Puncak Alam within the first year.

The objective is to focus on becoming the first choice for photobooth services among students and event organizers at UiTM Puncak Alam. With the affordable price that was offered and convenient on campus service Campus Snap Mini aims to meet specific needs of students demands. Through reliable service and positive customer experience,

the trust can be established and this will encourage repeat patronage and word of mouth promotion within the campus community.

- b. Achieving 5% market share in the first year and increasing to 10% by 3 years.

This objective demonstrates the planned growth strategy of Campus Snap Mini as the business gradually increases its presence in the market. In the first year, the focus is on market entry and awareness, focusing on a small, achievable segment of the campus market. As brand recognition improves and customer satisfaction increases, Campus Snap Mini aims to grow the business by securing more patronage and increase its market share to 10% by the third year.

- c. Establishing strong brand recognition within the campus community

This objective is the importance of a strong brand identity within UiTM Puncak Alam as a foundation for future expansion. Through effective and constant promotion, social media presence and a prominent on campus location, Campus Snap Mini aims to create strong brand awareness and recognition among students and staff.

5.1.2 Marketing Segmentation

Market segmentation is the process of dividing a broad market into smaller and more specific customer groups based on similar characteristics. This approach helps Campus Snap Mini identify its potential customers, design suitable services, and apply effective marketing strategies within UiTM Puncak Alam.

- a. Demographic Segmentation

Based from the demographic perspective, Campus Snap Mini targets students aged between 19 and above including the staff of the campus. These students generally have limited but consistent purchasing power and prefer affordable, value for money services.

- b. Geographic Segmentation

Geographically, the market is concentrated within UiTM Puncak Alam campus, with the specific focus on Kompleks Al-Tijarah, a main building with high student traffic. This

area is frequently visited by students as it houses various popular food and beverages outlets such as ZUS Coffee, Tealive and Richiamo, which serve as common social and leisure spots for students. This strategic location enhances accessibility and increases the likelihood of impulse usage among students.

5.1.2.1 Target Market

Market Segment	Population	Target Market %	Target Market
Diploma & Degree Students	15,000 students	30%	4,500 students likely to visit the photobooth regularly for leisure and socializing
Student Organisation & Event Committees	100 active committees	50%	50 committees that may promote the photobooth to students during faculty events, carnivals, and campus programs
Campus Staff (Lecturers & Administrative Staff)	2,000 staff	10%	200 staff members who may visit the photobooth for fun, socialising or event participation.

Table 03: The targeted market of Campus Snap Mini

5.1.2.2 Market Size

Market Segment	Target Customers	Average PSending/Year (RM)	Estimated Market Value (RM)
Diploma & Degree Students	4,500	40	180,000
Student Organizations & Events	50 committees	1,500	75,000
Campus Staff	200	25	5,000
Total Estimated Size (Annual)			260,000

Table 04: The market size of Campus Snap Mini

5.1.2.3 Market Share aina

Market share refers to the comparison of a company's performance with its competitors. In particular, Campus Snap Mini will be compared with its 3 competitors, which are Photoism, Ohneul Studio and Sarang Photo, to know the approximate market it will control after 5 years.

Market Share Before Entry

COMPANY	ANNUAL SALE(RM)	MARKET SHARE (%)
PHOTOISM	900000	36
OHNEUL STUDIO	800000	32
SARANG PHOTO	800000	32
TOTAL MARKET	2500000	100

Table 05: The market share of Campus Snap Mini before entry

Market Share After Campus Snap Mini Entry (YEAR 5)

COMPANY	ANNUAL SALE (RM)	MARKET SHARE (%)
PHOTOISM	850000	34
OHNEUL STUDIO	700000	28
SARANG PHOTO	650000	26
CAMPUS SNAP MINI	300000	12
TOTAL MARKET	2500000	100

Table 06: The market share of Campus Mini Studio after 5 years

Before market entry, the photobooth business market in UITM Puncak Alam is fully served by existing competitors. Following market entry and after 5 years of operation, Snap

Campus Mini is projected to equip approximately 12% of the market share. It is driven by its strategic location, digital features, creative offerings, customer experience and privacy assurance. As a result, an achievable market entry can be gained, although it is competitive.

5.1.2.4 Sales Forecast

Annual Sale Forecast

YEAR	MONTHLY REVENUE (RM)	ANNUAL REVENUE (RM)
2026	5000	60000
2027	7000	84000
2028	10000	120000
2029	15000	180000
2030	25000	300000

Table 07: The annual sale forecast of Campus Snap Mini

During the first two years, our Campus Snap Mini business focuses on building awareness among UiTM Puncak Alam students through word-of-mouth promotion and social media promotion. In the third year, our sales grow because of repeat customers and increased exposure on social media platforms, with online reviews from satisfied customers. During the 4th and 5th years, the business is expected to achieve a stronger brand presence within UiTM Puncak Alam, especially during graduation seasons, resulting in stable revenue growth.

5.1.3 COMPETITOR ANALYSIS

5.1.3.1 Direct

Direct Competitor Analysis

COMPETITORS	STRENGTHS	WEAKNESSES

PHOTOISM	Strong branding, trendy	Expensive, far from campus
OHNEUL STUDIO	Affordable, variety of props	Far from campus, a limited range of photo frames
SARANG PHOTO	Close location	Low photo quality
CAMPUS SNAP MINI	Strategic location, trendy designs	New brand, less recognition

Table 08: The list of direct competitors of Campus Snap Mini

5.1.3.2 Indirect

Indirect Competitor Analysis

COMPETITORS	STRENGTHS	WEAKNESSES
Smartphone Camera & Editing Apps	Free or low cost, highly convenient, instant sharing	Lower photo quality, lack of professional setup and props
Photo Printing Kiosks	Affordable, quick printing service	No photo-taking experience, limited customization
Freelance Photographers	Professional photo quality, customized services	Higher cost, not suitable for casual or instant photos
Event Rental Photoboosts	Mobile service, suitable for large events	Not available for walk-in customers, higher booking cost

Table 09: The list of indirect competitors of Campus Snap Mini

5.1.3.3 Future Competitors

Future Competitor Analysis

COMPETITORS	STRENGTHS	WEAKNESSES
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New Photobooth Studios Near Campus	Strategic location and attractive to students	High competition and may lack experience
Pop-up Photobooth Concepts	Low setup cost, flexible locations	Short-term operation and inconsistent service quality
Franchised Photobooth Brands	Strong brand recognition, standardized quality	Higher pricing but less flexibility

Table 10: The list of future competitors of Campus Snap Mini

The competitor analysis indicates that while direct competitors highlight strong branding and convenience, service quality, and accessibility. Indirect and future competitors show moderate threats for Campus Snap Mini. However, our business can maintain competitiveness through strategic location, a unique in-studio experience, and consistent photo quality.

5.1.4 SWOT Analysis

	OPPORTUNITIES	THREATS
STRENGTHS	<p>STRENGTH-OPPORTUNITY STRATEGIES</p> <ul style="list-style-type: none"> · Strategic campus location · Affordable price · Creative photo templates · High-quality photos for social media sharing 	<p>STRENGTH-THREATS STRATEGIES</p> <ul style="list-style-type: none"> · Maintain student-friendly price · Comparing photo qualities with others · Customer loyalty is built through consistent service quality

WEAKNESSES	WEAKNESS-OPPORTUNITY STRATEGIES <ul style="list-style-type: none"> · Use social media platforms to promote business · Increase brand awareness through mouth-to-mouth promotion - Introduce promotion as loyalty rewards for repeat customers 	WEAKNESS-THREATS STRATEGIES <ul style="list-style-type: none"> · Control operating costs to withstand price competition · Regularly updating themes for trend changes · Adjust operating hours during semester breaks to minimise operational costs.
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Table 11: The SWOT analysis of Campus Snap Mini

5.2 MARKET STRATEGY

5.2.1 Target Market and Location

Our market strategy for the photobooth business focuses on capturing the student market at UiTM Puncak Alam through a strategic location. By positioning the business at Kompleks Al-Tijarah, which also features Zus Coffee, Tealive, and Richiamo Coffee, it has become a popular spot for students to hang out after class. As the business is student-centred, affordable pricing and trendy offerings are essential for students who seek fun, social, and shareable photo experiences. By considering these factors, our business aims to establish strong brand recognition within the UiTM Puncak Alam community.

5.2.2 Pricing and Promotion

Pricing is designed to be competitive and student-friendly with bundled packages and promotional discounts. This is to encourage repeat visits and group participants. Promotion efforts mainly focus on digital marketing through social media platforms such as Instagram and TikTok, where our business will be actively engaged with students. These promotions are further strengthened and supported through collaborations with campus influencers, referral programs, and seasonal promotions during orientation weeks, exam breaks, graduation periods, and festive periods. Limited-time discounts, themed photo sessions, and bundle deals will be introduced to

create urgency and excitement. In addition, loyalty rewards such as stamp cards or digital membership points will be implemented to encourage long-term customer relationships. Services are distributed through a physical studio that welcomes walk-in customers and supported by online booking service for advance reservations. Through this integrated pricing, promotion, and distribution approach, Campus Snap Mini aims to attract customers. It aims to build long-term brand loyalty, attract customers, and increase our sales.

6.0 OPERATIONS PLAN

6.1 DEVELOPMENT

For the development phase, we mostly focused on conducting market research to identify which shop locations are suitable for our walk-in photobooth business to attract high-traffic customers. This will help our business attract a large number of customers in the future if we establish our business in a strategic location, especially one with a high student attraction, such as Zus Coffee, Tealive, Richiamo Coffee, and Ayam Gepuk Restaurants. In addition, we also try to form relationships with our suppliers to get our equipment, like cameras, touchscreens, printers and lighting. By doing this, we can identify which suppliers can give us more reasonable prices as we need to try minimise our expenses during the opening process.

Other than that, we planned the shop layout for booth placement to optimise our customer flow, privacy and appeal to our customers. This will help us to plan how we want our business to be visually and also to plan the operational workflow carefully. Moreover, we have developed an initial photobooth software setup and templates for our standard and premium photo layout packages. This will enhance our customers' first impression of us and attract more customers with our creative layouts. As a result, more customers will come during our opening because our appealing photo packages attracted them.

Besides that, standard operating procedures are created for our staff guidance during daily operations, customer service and maintenance. We designed the process from the customer's entry until the photo printing, including session operation, payment handling and digital sharing to ensure a smooth experience for our customers. These preparations are essential for our business to operate efficiently.

6.2 PRODUCTION

Our daily productions were managed by trained staff to assist customers, solve minor problems and operate the shop. Our trained staff will guide the customers through package selection and payment as well as assist with the booth usage if needed. Every photo session takes approximately 10 minutes per session, allowing smooth customer flow during peak hours. There are also regular equipment checks performed every day at the start and the end of the day to ensure consistent photo printing quality.

Other than that, we make sure to manage inventory and maintenance carefully to avoid interruption during service. Supplies like photo paper, ink and props are monitored regularly to maintain hygiene and uninterrupted supplies. Backdrops and props are changed accordingly to maintain customer interest and repeated visits. By keeping up to date with current trends, our photobooth will have more customers.

Last but not least, we also monitor our performance regularly to optimise workflow. We tracked revenue, peak hours, number of sessions and customer satisfaction daily to ensure high-quality performance. We collected feedback from customers to identify areas that need improvement, like staff performance or photo quality. These ensure our production is efficient and aligned with our business objectives.

6.3 FACILITIES

Campus Snap Mini will operate from a physical studio space located in a commercially accessible location. This area is ideal because it is close to food and beverage outlets such as Tealive, Zus Coffee, and Richiamo Coffee and possible event venues to attract walk-in clients and event booking. This space will occupy approximately 500 to 600 square feet. It creates enough room and space for multiple photobooth setups, props, a reception area, and the most important is a storage room for equipment. The space has been chosen with potential future expansion.

The business premises is an estimated monthly rental of RM2000 to RM2500. Additional overhead costs include utilities such as electricity, water, and internet at roughly

RM500 per month. We provide around RM200 to RM300 per month for regular maintenance of the studio and photobooth equipment. The location has been verified to comply for commercial use. All necessary permits, licenses and approvals such as business registration, fire safety, and health compliance will be obtained to ensure full legal compliance.

6.4 STAFFING

Due to its automated design, Campus Mini Studio requires minimal staffing. One or two part-time staff members are assigned to monitor daily operations, restock supplies, assist customers, and perform basic maintenance. In case of staffing shortages, our business will provide trained employees who can be called in when needed to help smoothen the flow or the management. Staff can be required from students or part-time employees and employed on a contract or part-time basis. We provide internal training such as customer service, equipment operation, troubleshooting, and safety procedures.

Daily operations begin with a system check to ensure the photobooth, camera, lighting, touchscreen interface, and printer are functioning properly. Staff inspect ink levels, photo paper, and internet connectivity before opening the booth to customers. The photobooth will run primarily on a self-service basis once operational. The staff is available to assist users, address minor technical issues, and manage queues. Throughout the day, staff monitor print quality and ensure cleanliness of the booth and the surrounding area. Since the digital photo is delivered via QR code, there will be minimal manual intervention from the employees.

6.5 EQUIPMENT

No	Equipments	Quantity	Price per unit (RM)	Total cost (RM)
1	DSLR Camera	2	2,500	5,000
2	Photo Strip Printer	2	4,800	9,600
3	Professional Studio Lighting	2	326	652
4	iPad (11th Gen)	2	1,685	3370
5	Air Conditioner	3	1,800	5,400
6	Countertop	1	500	500
7	Chairs	5	45	225
8	Fluorescent Lamp	4	12	48
9	Computer	1	2,500	2,500
10	Cashier Machine	1	1,500	1,500
11	Receipt Printer	1	100	100
12	Broom	2	5	10
13	Dustpan	2	3	6
14	Small Dustbin	2	2	4
15	Large Dustbin	1	69	69
16	Physical Prop	14	5	70
17	Studio Backdrop	2	110	220
TOTAL				29,274

Table 12: Table of equipment needed in Campus Snap Mini Photobooth

The table above details the primary equipment and specialised machinery utilised by the operations department to facilitate the Campus Snap Mini photobooth. All listed assets, including the high-definition imaging systems and automated components, are fully owned and capitalised by the company.

6.6 SUPPLIES

No	Materials	Quantity	Price per unit (RM)	Total cost (RM)
1	Photo Paper Roll and Ink Ribbon Kit	1	1,600	1,600
2	Trash Bag Roll	5	2	10
3	Receipt Paper Roll	5	40	200
4	Hand Sanitizer	3	15	45
TOTAL				1,855

Table 13: Table of supplies needed in Campus Snap Mini Photobooth

The consumables and necessary supplies needed for Campus Snap Mini's daily operations are listed in the table above. These supplies, which consist of operational maintenance kits and specialised printing media, are essential for preserving service quality and maintaining customer satisfaction.

7.0 MANAGEMENT TEAM & COMPANY STRUCTURE

7.1 MANAGEMENT TEAM

Position	No. of Staff	Responsibilities	Compensation
Founder & CEO	1	Oversee overall business direction and strategy. Ensure smooth functioning of all aspects of the business while also overseeing key partnerships, investor relations and setting strategic goals.	<p><u>Estimated Monthly Salary :</u> RM7,000</p> <p><u>Benefits :</u> Health insurance, paid leave and bonus.</p>
Managing Director	1	Responsible for budgeting and financial planning while also handling the day to day operation of the business and managing logistics for photobooth. Lastly, working closely with clients.	<p><u>Estimated Monthly Salary :</u> RM5,500</p> <p><u>Benefits :</u> Health insurance, paid leave and bonus.</p>
Project Manager	1	Oversees the planning,	<u>Estimated Monthly Salary :</u>

		<p>coordination and execution of each event.</p> <p>Ensure smooth photobooth setup and handle troubleshooting during events.</p>	<p>RM4,600</p> <p>Benefits :</p> <p>Health insurance, paid leave and bonus.</p>
Marketing Manager	1	<p>Promoting business, products, services, or brands, while developing marketing and pricing strategies, generating new leads, and overseeing the marketing team.</p>	<p>Estimated Monthly Salary :</p> <p>RM3,500</p> <p>Benefits :</p> <p>Health insurance, paid leave and bonus.</p>
Production Manager	1	<p>Oversees all manufacturing activities, planning, coordinating, and controlling the production process to ensure products are delivered on time and within budget.</p>	<p>Estimated Monthly Salary :</p> <p>RM2,500</p> <p>Benefits :</p> <p>Health insurance, paid leave and bonus.</p>

Table 14 : Manpower Planning & Main Task of each position

Organizational Chart & Structure

Our company functions under a three level management system, designed to grow in structure and staffing in line with business expansion.



Figure 5: Organizational chart of Campus Snap Mini.

FOUNDER & CEO



NAME OF PARTNER	Hanis Humairah Binti Hairizam
IDENTITY CARD NO.	000710-00-1400
PERMANENT ADDRESS	No.12, Jalan alam Indah 3, Bandar Puncak Alam, 42300 Selangor.
E-MAIL	hanis@business.campusnapmini.com
TEL. NO.	012-3456789
DATE OF BIRTH	10 July 2000
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor's Degree Holder Master's Degree Holder
COURSE ATTENDED	Bachelor of Business Administration (Hons.) Entrepreneurship Master of Entrepreneurship and Innovation
SKILLS	<ul style="list-style-type: none">● Business planning and management● Basic photography and photo editing● Marketing and social media promotion● Customer service and communication● Team leadership
EXPERIENCES	Founder & Strategic Manager of a Student Based Creative Business
PRESENT OCCUPATION	Chief Executive Officer (CEO), Campus SnapMini
PREV. BUSINESS EXPERIENCE	Business Development Intern- Grab Malaysia (SME & Campus Engagement Unit)

MANAGING DIRECTOR



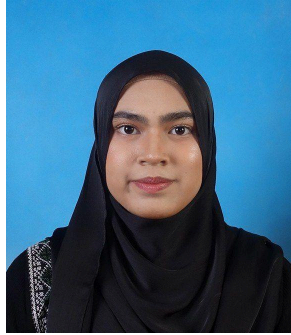
NAME OF PARTNER	Nurbahiyah Qurratu'ain Binti Che Mahmood
IDENTITY CARD NO.	000708-02-3445
PERMANENT ADDRESS	No.12,Jalan Ilmu 3, Taman Akademik, 43000 Kajang, Selangor.
E-MAIL	bahiyah@business.campusnapmini.com
TEL. NO.	011-2233445
DATE OF BIRTH	8 July 2000
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor's Degree Holder
COURSE ATTENDED	Bachelor of Business Administration (Hons.)
SKILLS	<ul style="list-style-type: none">● Business Strategy & Operations Management● Digital Media Management● Financial Planning & Budget Control● Client Relations and Networking
EXPERIENCES	<ul style="list-style-type: none">● Led startup operations from concept to productions● Managed marketing campaigns targeting university students● Established partnerships with campus organizations
PRESENT OCCUPATION	Managing Director, Campus Snap Mini
PREV.BUSINESS EXPERIENCE	Creative Media Consultant - Shopee Malaysia (Youth Branding & Digital Marketing)

PROJECT DIRECTOR



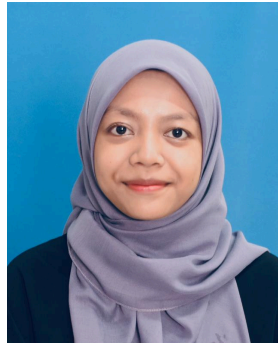
NAME OF PARTNER	Nur Aina Batrisyia Binti Mohd Zambrie
IDENTITY CARD NO.	020322-12-7786
PERMANENT ADDRESS	No.88, Jalan Cahaya, Taman Impian, 45809 Setia Alam, Selangor
E-MAIL	ainabat@business.campusnapmini.com
TEL. NO.	019-7654321
DATE OF BIRTH	22 March 2002
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor's Degree holder
COURSE ATTENDED	Bachelor of Project Management (Hons.) and Innovation
SKILLS	<ul style="list-style-type: none">● Project Planning & Execution● Budget Management & Resources Optimization● Risk Assessment & Mitigation
EXPERIENCES	<ul style="list-style-type: none">● Project Coordinator-TechCampus Solutions● Assistant project Manager - GreenBuild Malaysia
PRESENT OCCUPATION	<ul style="list-style-type: none">● Project Director - Campus Snap Mini
PREV.BUSINESS EXPERIENCE	<ul style="list-style-type: none">● Operation Lead - ConnectEnt (Supervides daily operations,staff schedules and workflow efficiency)● Project Executive -UniTech events (Managed student engagement events and coordinated resources across multiple campuses)

MARKETING DIRECTOR



NAME OF PARTNER	Nur Izzah binti Mohamad Dziauddin
IDENTITY CARD NO.	020915-05-8890
PERMANENT ADDRESS	No.27, Jalan Seri Putra, Taman Harmoni, 45670 Semenyih, Selangor
E-MAIL	izzah@business.campusnapmini.com
TEL. NO.	010-5110181
DATE OF BIRTH	15 September 2002
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor's Degree holder
COURSE ATTENDED	Bachelor of Marketing (Hons.) & Entrepreneurship
SKILLS	<ul style="list-style-type: none">● Integrated Marketing & Brand Strategy● Social Media & Content Marketing● Team Leadership & Trend Analysis
EXPERIENCES	<ul style="list-style-type: none">● Digital Marketing Executive - Managed influencer collaborations and digital campaign nationwide
PRESENT OCCUPATION	Marketing Director - Campus Snap Mini
PREV.BUSINESS EXPERIENCE	<ul style="list-style-type: none">● Cafe Operations Lead - Roast & Brew cafe (Managed staff,inventory, and promotions,improved customer retention and operational efficiency)

PRODUCTION MANAGER



NAME OF PARTNER	Yaslina Binti Zollkifle
IDENTITY CARD NO.	010614-08-3342
PERMANENT ADDRESS	No.56, Jalan Setia 3, Seksyen 9, 65478 Shah Alam, Selangor
E-MAIL	yaslina@business.campusnapmini.com
TEL. NO.	018-9876543
DATE OF BIRTH	14 June 2001
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor's Degree holder
COURSE ATTENDED	Bachelor of Mechanical Industrial Engineering (Hons.)
SKILLS	<ul style="list-style-type: none">● Production Planning & Window Optimization● Quality control & process Improvement● Inventory & Resource Management● Vendor & Stakeholder Management
EXPERIENCES	<ul style="list-style-type: none">● Production Supervisor-Shah Alam Packaging Sdn Bhd● Operation executive- Prima Food Industries
PRESENT OCCUPATION	Production Manager- Campus Snap Mini
PREV.BUSINESS EXPERIENCE	<ul style="list-style-type: none">● Line Supervisor● Operation Assistant

7.2 EXTERNAL RESOURCES AND SERVICES

External Resources/Services	Description/Purpose
Camera & Printing Equipment Suppliers (Canon & Epson)	Uses Canon DSLR (mirrorless camera to capture high quality images and Epson photo printers for fast, reliable and high resolution instant photo printing.
Photobooth Software Providers	Provides licensed software for photo capture, layout design, instant printing, and digital storage.
Printing Consumables Suppliers	Supply photo paper, ink cartridges, laminating materials, and photobooth props for daily operations.
UiTM Puncak Alam Management (Kompleks Al- Tijarah Administration)	Provide booth space, electricity access and approval to operate within the main campus building.
Marketing & Promotion Platforms (Instagram, TikTok, WhatsApp Business)	Use as a platform for promotions, bookings, and customer communication.
Payment & Financial Services	Maybank, Touch 'n Go and GrabPay are used for cashless payments and transaction management.

Table 14 : The list of external resources and services

7.3 HUMAN RESOURCES

Position	No.	Monthly salary (RM)	EPF	SOSCO (RM)	TOTAL (RM)
Founder & CEO	1	7,000	910	69.05	7,979.05
Managing Director	1	5,500	650	69.05	6,219.05
Project	1	4,600	560	66.25	5,226.25

Manager					
Marketing Manager	1	3,500	455	61.25	4,016.25
Production Manager	1	2,500	325	43.75	2,868.75
Total	26,309.35				

Table 16 : Salaries of each employee

8.0 FINANCIAL PROJECTION

8.1 START - UP COST

A. START - UP COSTS	RM
Capital Expenditure: Administrative	
Business Registration & Licenses	1,500
Office Renovation	10,000
Capital Expenditure: Operations	
Photobooth Equipment (Camera,Backdrops,Printer)	29,274
Coding & Accessories (for control)	7,000
Marketing Material (Websites,social media,etc.)	3,000
One-time Start-up Expenditure	
Grand-Opening Cost (Promotion,Event,etc.)	5,000
Other Pre-Operations Expenditure	
Deposit	2,000
Business Insurance & Road Tax for Vehicle	0
Permit	100
Total Start - Up Cost	57,874

8.2 - WORKING CAPITAL

WORKING CAPITAL (MONTHLY)	RM	FIXED	VARIABLE
Marketing			
Social media Advertising (Instagram,TikTok)	300.00	-	300.00
Marketing Materials (Flyers/Posters)	150.00	-	150.00
Influencers / Campus Promotion	200.00	-	200.00
Digital Content Creation	100.00	-	100.00
Promotional Discounters & Campaigns	50.00	-	50.00
Branding & Design Updates	0.00	-	-
Total Marketing	800.00	-	800.00
Administrative			
Salaries, EPF & SOSCO (Management Team)	26,309.35	26,309.35	-
Office Rental (Kompleks Al-Tijarah)	2,500.00	2,500.00	-
Electricity & water Utilities	450.00	-	450.00
Internet Subscription	150.00	150.00	-
Business Registration & License (Monthly Allocation)	125.00	125.00	-
Stationery & Office Supplies	75.00	-	75.00
Total Administration	29,609.35	29,084.35	525.00
Operations			
Photo Paper	700.00	-	700.00
Ink & Printing consumables	500.00	-	500.00
Props & Accessories Replacement	300.00	-	300.00
Backdrop & Template Updates	166.67	-	166.67

Carriage Inward & Duty	166.67	-	166.67
Equipment Maintenance & Servicing	250.00	250.00	-
Software License (Photobooth System)	200.00	200.00	-
Total Operations	2,283.34	450.00	1,833.34
Other Expenditure			
Miscellaneous expenses	250.00	-	250.00
Total other Expenditure	250.00	-	250.00
Total Working Capital	32,942.69	29,534.35	3,408.34
Total Working Capital Required	1	months	32,942.69
Working Capital + Contingencies	5	%	34,589.82

8.3 - START CAPITAL AND FINANCING

ESTIMATED CAPITAL	92,463.82
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FINANCING	
Equity: Share & Venture Capital	92,463.82
Loan	00.00
<i>Annual Interest Rate</i>	7%
<i>Loan Duration (years)</i>	-

8.4 - PRO FORMA CASH FLOW STATEMENT

CASH FLOW PRO FORMA STATEMENT					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
CASH INFLOW					

Share Capital	100000	0	0	0	0
Loan	0	0	0	0	0
Cash Sales	120000	160000	200000	250000	300000
TOTAL CASH INFLOW	220000	160000	200000	250000	300000
CASH OUTFLOW					
Administrative Expenditure	15000	18000	22000	26000	30000
Marketing Expenditure	10000	12000	15000	18000	30000
Operations Expenditure					
Cash Purchase	1855	2041	2245	2470	2717
Payment of Account Payable	3000	3300	3630	3993	4392
Carriage Inward & Duty	2000	2500	3000	3500	4000
Salaries, EPF & SOCSO	12000	15000	18000	22000	26000
Other Expenditure					
Marketing Material	3000	3000	3000	3000	3000
Pre-Operations					
Deposit (rent, utilities, etc.)	2500	2500	2500	2500	2500
Business Registration & Licences	1500	1500	1500	1500	1500
Insurance & Road Tax for Motor Vehicle	0	0	0	0	0
Other Pre-Operations Expenditure	5100	0	0	0	0
Fixed Assets					

Purchase of Fixed Assets - Land & Building	10000	0	0	0	0
Purchase of Fixed Assets - Others	32274	8000	10000	12000	15000
Loan Payment (Principle)	0	0	0	0	0
Interest on Loan	0	0	0	0	0
Tax Payable	0	0	5000	8000	10000
TOTAL CASH OUTFLOW	98229	67841	85875	102963	129109
CASH SURPLUS (DEFICIT)	121771	92159	114125	147037	170891
BEGINNING CASH BALANCE	10000	131771	223930	338055	485092
ENDING CASH BALANCE	131771	223930	338055	485092	655983

8.5 - PRO-FORMA INCOME STATEMENT

PRODUCTION COST PRO-FORMA STATEMENT					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Raw materials					
Opening stocks	0	0	0	0	0
Current year purchases	20000	26000	32000	40000	48000
Ending stocks	4000	5000	6000	8000	10000

Raw material used	16000	21000	26000	32000	38000
Carriage inward	2000	2500	3000	3500	4000
Labour (salaries, EPF & SOCSO)	12000	15000	18000	22000	26000
Factory overhead					
Depreciation of Fixed Assets (Operations)	6000	6000	6000	6000	6000
Total factory overhead	6000	6000	6000	6000	6000
Total production cost	36000	48000	60000	75000	90000

PRO-FORMA INCOME STATEMENT					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
SALES	120000	160000	200000	250000	300000
Less: cost of sales					
Opening stock of finished goods	0	0	0	0	0
Production cost	36000	48000	60000	75000	90000

Less: ending stock of finished goods	0	0	0	0	0
Cost of sales	36000	48000	60000	75000	90000
Gross profit	84000	112000	140000	175000	210000
Less: expenditure					
Administrative expenditure	15000	18000	22000	26000	30000
Marketing expenditure	10000	12000	15000	18000	30000
Other pre-operations / operating experiences	8000	9000	10000	11000	12000
Business registration & licences	1500	1500	1500	1500	1500
Insurance & road tax for motor vehicle	0	0	0	0	0
Interest on loan	0	0	0	0	0
Depreciation of fixed assets (administrative)	6000	6000	6000	6000	6000

Total expenditure	40500	46500	54500	62500	69500
Profit summary					
Net profit before tax	44000	66000	86000	113000	141000
Tax	7480	11220	14620	19210	23970
Net profit after tax	36520	54780	71380	93790	117030
Accumulated net profit	36520	91300	162680	256470	373500

8.6 - PROFORMA BALANCE SHEET

	Year 1	Year 2	Year 3	Year 4	Year 5
ASSETS					
Fixed Assets (Equipment and Studio)					
Equipment	29,274	23,274	17,274	11,274	5,274
Current Assets					
Stock of Raw Materials	1,200	1,600	2,000		
Stock of Finished Goods	0	0	0	0	0
Cash Balance	11,771	123,930	268,055	435,092	605,983
Other assets					
Deposits	2,500	2,500	2,500	2,500	2,500
TOTAL ASSETS	44,745	151,304	289,829	448,866	613,757
Equity					
Share Capital	92,463.82	92,463.82	92,463.82	92,463.82	92,463.82
Retained Earnings	36,520	91,300	162,680	256,470	373,500
Liabilities					
Loan Balance	0	0	0	0	0
TOTAL EQUITY AND LIABILITES	128,983.82	183,763.82	255,143.82	348,933.82	465,963.82

9.0 PROJECT MILESTONES / SCHEDULE

ACTIVITES	START DATE	END DATE
Business idea development & Planning	1 March 2024	15 November 2024
Market research & competitor analysis	1 July 2024	30 November 2025
Preparation of Business plan & proposal	1 November 2024	10 December 2024
Business registration & licensing	1 January 2025	15 January 2025
Securing business location (Kompleks Al-Tijarah)	5 January 2025	15 January 2025
Procurement of photobooth equipment & supplies	10 January 2025	25 January 2025
Booth setup, renovation & layout arrangement	20 January 2025	31 January 2025

Software installation & system testing	21 January 2025	23 January 2025
Marketing & Promotional campaign (pre-launch)	23 January 2025	24 January 2025
Soft opening & trial operations	24 January 2025	26 January 2025
Official business launch	27 January 2025	29 January 2025
Full operations & service delivery	30 January 2025	Ongoing
Performance monitoring & customer feedback review	1 March 2025	Ongoing

10.0 CONCLUSION

Based on the discussion above, we are able to answer the raising question in the beginning whether our business is feasible. The market opportunities are very encouraging since our target is for UiTM Puncak Alam university students that often hold events and is located far away from the mall that provides this kind of service. It is possible to conclude that Campus Mini Snap will face a number of challenges as they are new to the market. However, we believe that we managed to establish a comprehensive approach through thorough market analysis, targeted marketing strategies and a robust financial foundation.

We are looking for both short and long-term viability with a strong business plan. Another possible challenge for Campus Mini Snap is to differentiate itself from existing tough competition. Therefore, we decided to offer reasonable prices and high-quality services to retain existing customers and attract new ones. This is our way of making sure to meet the needs of our customers by making them comfortable and encouraging them to return for more of our service. Aside from that, promotion seems the most critical idea that need to be addressed as it is key to the success of a business because promotion is what seems to be the link between products and customers, so promotion must be executed well to ensure that the business is well known to the customers and we hope to build loyal customer. For example, hiring an influencer can help us boost our company service Campus Snap Mini as it will have a brand awareness towards the customers.

Nevertheless, we are confident our Campus Snap Mini will meet our clients' expectations because we offer more than just photos. With a distinctive touch that sets us apart, Campus Snap Mini turns memories into experiences worth keeping. To summarize, our business plan serves as a blueprint for success and we are optimistic that our company will thrive and achieve its strategic objectives.

11.0 APPENDICES



iPAD 11th Generation



Canon EOS R50



Professional Studio Lighting



Physical props and decorations



Photo Strip Printer



Studio Backdrop



Campus Snap Mini shop floor plan



The photobooth