

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
( ETR 300 )

MUDGARITA SPA

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<b>TABLE OF CONTENT</b>	<b>PAGE</b>
Table of content	i
Letter	ii
Acknowledgement	iii
Business logo	iv
<b>1.0 INTRODUCTION</b>	
1.1 Executive Summary	1
1.2 Business Plan Purpose	2
1.3 Business/Company Background	3
1.4 Business Member Background	4
<b>2.0 ADMINISTRATION PLAN</b>	
2.1 Introduction	10
2.2 Business Vision and Mission	11
2.3 Business Detail	12
2.3.1 Address	12
2.3.2 Location Plan	13
2.3.3 Building and Infrastructure	19
2.4 Organization Chart	20
2.5 Administration Personnel	21
2.6 Schedule of Task and Responsibilities	22
2.7 Schedule of remuneration	23
2.8 Working Incentive Scheme	24
2.9 Office Equipment and Supplies	26
2.10 Administration Budget	28
<b>3.0 MARKETING PLAN</b>	
3.1 Introduction	31
3.2 Profile of services	32
3.3 Description of services	33
3.4 Target market	35
3.5 Market size	36
3.6 Competitors	36
3.6.1 Strengths and weaknesses	37
3.7 Market share	38
3.8 Market strategies	42
3.9 Market budget	44
3.10 Sales forecast	45
<b>4.0 OPERATION PLAN</b>	
4.1 Introduction	49
4.2 Objective of operation plan	50
4.3 Operation strategies	51
4.4 Operation hours planning	52
4.5 Operation flow chart	53
4.6 Operation manpower plan	57

4.6.1	Remuneration table	57
4.6.2	List of operation personnel	57
4.6.3	Task and description	58
4.7	material requirement	59
4.7.1	Machine and equipment	59
4.7.2	Furniture and equipment	60
4.7.3	Asset contribution	60
4.7.4	Supply	60
4.7.5	Other expenses	61
4.7.6	Estimated purchased of supply	61
4.8	Operation budget	64
4.9	Operation layout plan	65
<b>5.0</b>	<b>FINANCIAL PLAN</b>	
5.1	Introduction	69
5.5	Account	71
<b>6.0</b>	<b>CONCLUSION</b>	90
<b>7.0</b>	<b>REFERENCES</b>	92
<b>8.0</b>	<b>APPENDICES</b>	94

MISS,

SENDING THE FTR 369 BUSINESS PLAN JULY 2008-NOVEMBER 2008

According to the mailer above, we are the Partnership Company of the MUDGARITA SPA (ably preparing our business plan for July 2008 – November 2008 session).

2. We agree to choose this business plan because this industry has the potential to develop in the future and the demand for its services increases every year which means the opportunity to success in the field are higher.

3. Therefore, we would like to submit this business plan, which included the information that related with the administration plan, operational plan, marketing plan, and financial plan others with the related information.

Lastly, we would like to give our acknowledgement to you for your present and future cooperation and support our business plan. Thank you.

Yours sincerely,

( NORAFIDAH BINTI AWANG )

GENERAL MANAGER OF MUDGARITA SPA

## ACKNOWLEDGEMENT

We would like to express our thanks to the people who have helped us finished this ETR 300 project. Firstly, we would like to thanks to God because give us a good health especially to our body until we finished our business plan without any problem.

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Lastly, we would like to thanks to all our classmates, who give support and guides in this project and to other people who are involve directly or indirectly to finish this business plan project.

Thank you for your cooperation.

May God's bless you all.

## **1.1 EXECUTIVE SUMMARY**

Our business, Mudgarita Spa is a Partnership Company which provides various kinds of massage and aromatherapy services. This business was planned and will be start in the early January 2009, with our starting workers, 11 people including us as the main leader of this company.

Our business will be located at TUNE HOTEL SDN BHD. This location is chosen because this place is located in next to University Malaysia Sabah, Alam Mesra, Indah Permai, ILP, Polytechnic and Sepanggar neighborhoods. The recruitment process will be done by using advertisement and will be implemented 3 months before starting the business.

The characteristic of our company is focusing on our customer that we called "friendly customer" in order to introduce the Volcano mud which is become the main attraction of our spa. For better quality of the massage and aromatherapy service, we are also providing our customer with healthy life style by receiving all kind of massage services at the relevant price.

Our vision is to be an international Spa and more competitive with other spas, not only in Sabah but also, in other states in Malaysia. Besides that, we have strong desire to achieve for various services such as Fancy Foot-work treatment, Muscle Ease, Aromatherapy massage, Express massage, and provide new Volcano Mud treatment by our own company.

Furthermore, our mission is considering of satisfaction and needs of our customer by provide more relaxing and peaceful massaging services that can encourage people to have a better and healthier lifestyle. Beside that, we hope the capital that we obtain through our saving and loan can gain and earn maximum profit throughout the year.

We hope that our complex system, Mudgarita Spa will be well known via guarantee quality and good massage and aromatherapy services.