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ETR300 : E-MESSAGE HUB

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TABLE OF CONTENT

TOPIC	PAGE NUMBER
Preface	i
Acknowledgement	ii
Submission of Letter	iv
1.0 Introduction to Business	1
1.1 Logo of E-Massage Hub Sdn. Bhd.	2
1.2 Description of Logo	2
1.3 Partnership Agreement	3
2.0 Business Plan Purposes	6
3.0 Background of the Business	7
4.0 Members of the Organization Background	9
5.0 Administration	14
5.1 Administration Structures	16
5.2 Administration Strategy	17
5.3 Organization Chart	18
5.4 List of Administration Personnel	19
5.5 Task Description	20
5.6 Operation Hour	22
5.7 Schemes and Incentives for Staff	25
5.8 List of Equipment	27
5.9 Administration Budget	28

6.0	Marketing	29
6.1	Product and Services Description	30
6.2	Target Market	31
6.3	Market Size	35
6.4	Competition	36
6.5	Market Share	41
6.6	Sales Forecast	44
6.7	Marketing Strategies	46
6.8	Short-term Planning	50
6.9	Long-term Planning	51
6.10	Marketing Budget	52
7.0	Operation Plan	53
7.1	Operation Objectives	54
7.2	Operation Process	55
7.3	Process Flow Chart	59
7.4	List of Operation Personnel	61
7.5	Machine and Equipment	62
7.6	Operation Space Layout Plan	64
7.7	Operation Budget	66
8.0	Financial	68
8.1	Financial Plan Objective	68
8.2	Financial Plan Strategies	69
8.3	Sources of Financial Information	69
9.0	Summary	80

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1.0 INTRODUCTION TO BUSINESS

E-MASSAGE HUB

Traveling can be fun and enjoying. However, traveling may also be tiring and stressful. The long journey and long hours of sitting in the airplane causes muscle to ache. We at the E-Massage Hub look at this problems as an opportunity by coming up with an idea to help and promote a healthy traveling among the travelers.

E-Massage Hub basically offers a place where the customer can relax and rejuvenate after a long distance of traveling. Our company's aim is to reduce the stress and tiredness of the customer either before going to travel or when arrival. Nevertheless what we offer is unique in the sense that our company will be using fully electronic massage chair. The electronic massage chair is equipped with electric features helping to promote a healthy blood circulation throughout the body. Besides that we offer a relaxing, anti stress and calm ambience. We will be using aromatherapy using lavender oil extraction to enhance the ambience.

As we know travelers who travel on aircraft usually have their own itinerary ready. Either they are in a hurry or not, our service would be able to accommodate them because it takes only 15 minutes the minimum time. It is worth it as they will be able to prepare themselves physically and mentally. The price we offer is also reasonable as we are offering a one set of body massage with only one price plus the aromatherapy in a special environment.

Our business will begin in January 2008, located at Kota Kinabalu International Airport. The reason for us to choose the airport is because we are targeting the travelers and trying to help as well as promoting a healthy traveling. Therefore the airport is the best place to find the travelers and help to achieve our objectives.