



FACULTY BUSINESS MANAGEMENT

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

“RAZOR PREMIUM BARBERSHOP”

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1.0 Executive Summary

Razor Premium Barbershop is a grooming service that was established in the year 2024 and located in the center of Kota Kinabalu, Sabah. The barbershop was established to provide premium haircuts and traditional shaving in a premium and cozy environment. Having been named after sharpness and precision, Razor Premium Barbershop aims to provide professional men's grooming to gentlemen of any age while maintaining a classic and stylish atmosphere.

The logo, which features the traditional barber tools of a comb and scissors, resonates with the fundamental services offered by the shop shaves and haircuts. The bold, retro badge style look of the logo represents the brand identity, a blend of modern professionalism with the ambiance of an old time barbershop. It attracts patrons who desire style with tradition in their grooming.

Razor Premium Barbershop is different from the regular salons in that it is a male grooming specialist with a masculine, welcoming ambiance. The shop offers not just a service, but an experience of a hygienic environment, skilled barbers, and customer satisfaction. Whether a simple trim or a full grooming, clients can be certain of quality every time.

With its ideal location, appealing branding, and commitment to quality, Razor Premium Barbershop is well on its way to becoming one of Kota Kinabalu's most trusted names in men's grooming. This business shows great potential for long term success by combining traditional barbering with modern standards of service and style.

Reason/Justifications For Starting The Business

Razor Premium Barbershop is a newly registered grooming firm formed in 2024. In Kota Kinabalu, Sabah, the barbershop was initiated by a group of young entrepreneurs who are passionate about men's grooming and traditional barbering services. The firm is registered in the legal form of a partnership, wherein all partners are directly involved in the management of operations and the overall growth of the business.

The idea to create Razor Premium Barbershop arose from growing demand for good but at a reasonable price grooming for men within the community. Barbershops today focus more on efficiency at the cost of customer service and old-school techniques. Our team observed this as an opportunity to provide a better experience melding modern hairstyles with old barber skills in a warm and professional environment.

The main purpose we are preparing this business plan is to serve as a template for the setup and operation of the barbershop. It leads us through our goals, strategies, budgeting, and marketing plan. The plan will also prove useful if we ever require it in the future, especially if we seek to obtain capital funding or expand the company. Most importantly, it acts as a guide to help our business grow sustainably and continue to meet customers' needs.

4.0 ADMINISTRATIVE PLAN

4.1 INTRODUCTION TO THE ORGANIZATION

4.1.2 Vision

Razor Cuts aims to provide a comfortable haircut place and exceptional haircuts.

4.1.3. Mission

To boost our customer clients' confidence by providing exceptional haircuts, styling, and finding their personal style.

4.1.4 Objectives

1. Razor Premium Barbershop is dedicated to delivering excellent haircuts, shaves, and grooming with maximum customer satisfaction and professionalism
2. Our goal is to build a good reputation and a loyal customer base through consistent service, friendly staff, and a soothing environment.
3. We strive to incorporate traditional barber services with contemporary trends to suit customers of all age groups while keeping the art of traditional grooming alive.
4. We want to grow financially through the use of effective marketing, effective customer service, and effective management, with potential for future expansion.