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A3 - BUSINESS PLAN REPORT

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TABLE OF CONTENTS

No	Content	Page
	Executive Summary	4
1.0	Introduction 1.1 Introduction of the Business 1.2 Purpose of Business Plan 1.3 Business Background 1.4 Partners Background 1.4.1 General Manager 1.4.2 Administration Manager 1.4.3 Financial Manager 1.4.4 Marketing Manager 1.4.5 Operation Manager 1.5 Business Location	5 6-7 8-9 10 11 11 12 13 14 15 16
2.0	Administrative Plan 2.1 Business Vision, Mission, and Objectives 2.2 Business Logo 2.3 Organizational Chart 2.4 Manpower Planning 2.5 Administration Personnel Schedule 2.6 Remuneration Schedule 2.7 Compensation & Benefits 2.8 Office Equipment, Fixture and Fittings, and Office Supplies 2.9 Administrative Budget	17 18 19 20 21 22-23 24 25-26 27-28 30
3.0	Marketing Plan 3.1 Introduction to Marketing 3.2 Target Market 3.3 Market Size 3.4 Competitors Analysis 3.5 Market Share 3.6 Sales Forecast 3.7 Marketing Mix 3.8 Marketing Budget	31 32 32 33-34 34 37 38-39 40-41 42-44
4.0	Operational Plan 4.1 Process Planning 4.2 Operation Layout 4.3 Production Planning 4.4 Material Requirement Planning 4.5 Machine & Equipment Planning 4.6 Business Operational Hours 4.7 Permits/ Licenses Requirement	45 46 46-47 47 48 49 49 50

	4.8 Operational Budget	51-52
	4.9 Process Chart and Flow Chart	53-55
5.0	Financial Plan	56
	5.1 Introduction of Financial Plan	57
	5.2 The Importance of Financial Plan	58
	5.3 Administrative Budget	58
	5.4 Marketing Budget	59
	5.5 Operating Budget	60
	5.6 Project Implementation Cost	61
	5.7 Pro-Forma Cash Flow (3 Years)	62
	5.8 Pro-Forma Income Statement (3 Years)	63
	5.9 Pro-Forma Balance Sheet (3 Years)	64
6.0	Conclusion	65-66

EXECUTIVE SUMMARY

Lash N Polish is a partnership business established by five partners who share a strong interest in the beauty and self-care industry. The business is located in Alamesra, Kota Kinabalu, Sabah, a strategic commercial area with high customer traffic from both locals and visitors. This location was selected due to its strong visibility, accessibility, and potential to attract a steady flow of customers throughout the day.

The business offers a range of beauty services, including lash lift treatments such as manicures, nail art, and eyelash-related treatments. Lash N Polish focuses on providing high-quality yet affordable services in a comfortable and relaxing environment. The business places strong emphasis on customer satisfaction through professional service delivery, hygiene standards, and a friendly atmosphere that enhances the overall customer experience.

Lash N Polish was established in response to the growing demand for beauty and self-care services, particularly among young adults and students in Kota Kinabalu. In today's trend-driven environment, many individuals prioritize appearance, confidence, and personal grooming, which increase the demand for accessible beauty treatments. Although the market is competitive, there remains an opportunity for businesses that offer quality services at reasonable and student-friendly prices.

Target market consists mainly of students and young adults aged 16-24 who are active on social media platforms and influenced by current beauty trends. The business marketing strategy focuses on digital platforms such as Instagram and Tiktok, along with student-based promotions, referral incentives, and engagement-driven campaigns. These strategies aim to increase brand awareness, encourage repeat customers, and strengthen word-of-mouth promotion within the students community.

Overall, Lash N Polish aims to position itself as a reliable and trendy beauty service provider in Kota Kinabalu by offering affordable, high-quality treatments that meet the need of young consumers.

1.2 PURPOSE OF BUSINESS PLAN

a. To Serve as a Business Guide

The business plan acts as a guide for the partners in managing and operating Lash n Polish effectively. It outlines the business objectives, service offerings, strategies, and future direction of the beauty treatment business.

b. To Evaluate Business Viability

The business plan helps determine whether Lash n Polish is practical and profitable by analysing customer demand, market trends, competition, and financial projections in the beauty treatment industry.

c. To Plan Financial Requirements

The business plan identifies the amount of capital needed, expected operating expenses, and projected income to ensure that Lash n Polish has sufficient financial resources to start and operate smoothly.

d. To Attract Investors and Financial Support

A well-prepared business plan can convince potential investors, banks, or financial institutions that Lash n Polish has strong potential for growth and success in the beauty treatment market.

e. To Improve Decision-Making and Risk Management

The business plan enables the partners to identify possible risks and challenges in operating a beauty treatment business and prepare suitable strategies to overcome them effectively.

The primary purpose of preparing this business plan is to provide a clear and comprehensive guideline for the establishment and operation of Lash n Polish, a beauty treatment business that offers lash and nail services. The business plan outlines the business objectives, service strategies, marketing activities, operational procedures, and financial planning needed to ensure the success of the business. It serves as a roadmap that helps the partners manage the business in an organised and effective manner.

In addition, the business plan helps the partners evaluate the feasibility and profitability of Lash n Polish in the beauty treatment industry. Through market analysis and financial projections, the partners can assess customer demand for lash lifts, nail services, and