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ENT300 - FUNDAMENTALS OF ENTREPRENEURSHIP

ÉLAN SALON & SPA (SALON)

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EXECUTIVE SUMMARY

Élan Saloon & Spa is a minimalist beauty salon that is created specifically for only ladies, including muslimah in Kota Kinabalu. This salon is located in , Inanam Jaya, Phase 2, Lorong Langsat 3, Inanam, 88450 Kota Kinabalu, Sabah. This salon is operating under a partnership business which currently has 5 partners. The services offered here include haircut, hair treatment, hair colouring, manicure, pedicure, and basic facial treatment.

Customers do not have to worry because we try our best to fulfill their needs by the service we provide. Our business focuses on a target audience of women between the ages of 18 and 55. Students and working professionals are fully welcome to experience the services that are being offered. Additionally, residents who live around Inanam and Kota Kinabalu can feel free to book an appointment with Élan Studio. Our salon provides affordable and high quality beauty services, so customers who are seeking for one should definitely give it a try.

Élan Saloon & Spa is created due to the increasing demand of beauty and personal grooming services in Kota Kinabalu. We noticed that the growing awareness of self care and wellness has become more prominent in females in Kota Kinabalu. The location of our beauty salon is strategic with residential areas nearby. We are certain that most women look forward to a beauty salon that has a complete range of quality services at an affordable price point.

The initial capital of our business is RM 44,791. The contribution of the business only comes from the owner, which is RM 32,300. The amount of loan is RM 12,491. Our sales forecast for year 1 is RM 365, 389, for year 2, RM 404,128, and for year 3, RM 464,748. Projected profit in the first year is RM 85,606, while for the second year, it is recorded at RM 112,090. For the third year, it is recorded at RM 152,361.

In the key management team, the general manager oversees the entire business and makes strategic decisions. Marketing manager handles promotions, branding, customer acquisition, and sales strategies. Operations manager manages daily salon and spa operations, inventory, equipment, and service quality. Furthermore, a financial manager prepares budgets, manages

1.0 INTRODUCTION

Élan Saloon & Spa is a female-based salon business that provides a wide variety of beauty and treatment services specially for any woman who seeks personal space and prefers a muslimah-friendly environment. The services include hair services which are haircuts, hair colouring, keratin hair treatment, rebonding, and scalp relaxing. For nail services, we provide manicure, pedicure, nail art, hand nail and toe nail cleaning. For facial services, we offer deep cleansing facials such as comedo cleaning service, dead skin removal, acne and sensitive skin treatment. Lastly, for our spa services, we offer relaxing full body massage and body scrubbing to remove dead skin and smooth skin cream bath. The operation of this business stands under a partnership business. We strive to attract female customers around the age of 18 to 55 years old. We are very pleased to welcome all women around Kota Kinabalu to give it a shot.

We chose to create our salon business because of the increasing demand of beauty and treatment services around Kota Kinabalu, particularly during festive season, graduation, and wedding day. Furthermore, our partners have the same interest in the universe of beauty and business. This business falls under the beauty and selfcare industry. This industry has become wider due to the growing awareness towards appearance and grooming, along with the social media influence that promotes beauty tips. The market prospect for this industry is excellent due to the continuing increase of demand from consumers. Platforms such as Instagram, TikTok, and Facebook also help expand the business opportunities to become known and increase sales.

1.1 Purpose of the Business Plan

The purpose of preparing this business plan is to obtain a business loan from Maybank Berhad to help us bear the initial cost of our business, including equipment, inventory, and working capital. Moreover, this business plan is prepared to introduce investors or partners and convince them of the potential, profit and goals of the business in the future ahead.