



UNIVERSITI TEKNOLOGI MARA
SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP
ENT 300

350 STUDIO
JAMMING STUDIO

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We believe that this business can go further in the future with the help of other people that involved in making this business come true. By implementing as an entrepreneur mind, we can see the opportunity in this business and identify the main characteristics needed in order to become a successful entrepreneur. We already had an experience, knowledge, and networking about the business. With the support and the consultation given, we manage to complete this business plan successfully. We hope that by doing this business plan we able to understand how to do business work and we looking forward to make this business become reality.

Sincerely,

360° Studio

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INTRODUCTION

360° Studio is a jamming studio located in Jalan Sulaman Shoplot that allows fellow music lovers, such as the owners themselves, to have their expression of music satisfied in one convenient location. 360° Studio caters both young and old and accepts bookings as well as walk-ins(if available). 360° Studio is able to serve enthusiastic music lovers in one memorable, convenient visit.

While there are many jamming studios such as 360° Studio, 360° Studio will do well due to its consideration towards detail regarding customer service. Though unheralded customer attention, 360° Studio will slowly gain market share as it services the entire age group, creating long-term relationships. Lastly, the location for 360° Studio will attract many walks of life.

Music in Malaysia has boomed rapidly over the recent years and people from various age groups across the country are eager to go into the music scene thanks to the help of the alluring mass media. 360° Studio has foreseen this opportunity to provide the best quality of equipments and environment to all people, despite their age or gender. This has shown that 360° Studio has the caliber to be one of the most successful jamming studios in the country.

We, at 360° Studio, saw the opportunity that this business has the potential to succeed provided it is handled efficiently. Every person has a passion for music, whether it is to release stress or expressing their creativity, music is a necessity for the community. 360° Studio sees this as a way to prosper in the market, by taking advantage of all these peoples' needs.

PURPOSE OF BUSINESS PLAN

This business plan is prepared by 360° Studio. For the purpose of:

- a) To fulfill the demand of pies in the market.
- b) As a guideline in managing the business or the proposed venture.
- c) To evaluate the ability of this business to compete with other competitors.
- d) To add the numbers of the Bumiputera involvement as an entrepreneur.
- e) To fulfill the requirements of the ENT 300 subject.

OBJECTIVES

The company's objectives are to achieve the vision and mission of which to provide top-notch jamming services and first-class quality music, both instrument and equipment wise. 360° Studio also aims to be a role model for other music jamming centres and achieve the desired sales target.

VISION

360° Studio aims to create a harmonious, productive and profitable jamming environment while supplying the community with reliable retail centre.

MISSION

360° Studio desires to offer reasonably priced, finest jamming services. We exist to attract and maintain customers. When we hold on to this axiom, everything else will become clear and our services will exceed the expectations of our customers.