



اَوْنِيُوْ رَسِيْتِي تِي كُنُو لُو كِي مَارَا
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Business Report on the business of 'ChoiEdits'

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EXECUTIVE SUMMARY

The business is named *ChoiEdits* due to nickname given by the owner and the services provided by the company. The main purpose of the business to conduct business by providing services on editing videos and photos professionally. It is planned that the business will be located around Sg.Dua (Island) near the USM campus. This is mind is hopefully may generate income around the area as the population surrounding it mostly consist of student and residential people.

The business is conducted on a rented property in the mentioned area. The team running the business will consist of five people with each running their own responsibility respectively. All equipment and furniture needed for the business are analysed with the total units and the total cost. Such examples are of are office tables, desktops, cameras and others. The total administrate budget is calculated after analysing all the equipment required.

Our targeted customers are mostly consisting of students and event planners or those whom in need of our services. On promoting our business, it is concluded that various strategies will be used from digitally promoting to printed mediums. All cost of marketing is concluded at the end of the discussion.

Various equipment and materials will be needed to be implemented in order to run the business. Such materials are such as fabric papers and printer ink will be used up quite often in a monthly order. Equipment such as printers, cameras, studio and others will be used to run the business. All these materials and equipment are calculated in order to list down the total cost.

At the end, a financial plan is organized is order to predict the business status financially after starting out. The project implementation and sources of finance indicated the financial structure of the business. A cash flow statement is then order to identify the business future by predicted weather the business is beneficial or a deficit. In case of a deficit outcome, a new proper plan will be needed to be constructed in order to create a proper and beneficial business.

1.0 BUSINESS INTRODUCTION

The study is about constructing a sole proprietorship business plan. It has been discussed the business planned will be on providing services on key activities on editing photographs and videos professionally. It is also planned the business will provide photography business on passport photos and providing personal classes on the basics on editing. The business is planned to be name 'ChoiEdits' and the sole ownership will be on Muhammad Farid Bin Reza Mohsein. It is planned the business will be opened in Sg. Dua Penang near a campus. The business hours will be around 9am until 9pm on weekdays.

The main reason on why this type pf business is chosen is due to the lack of services available around the area in order to withstand the amount of demand of students around the campus. It is hoped that the business chosen helps to support the demand of service around the area in hope in return of a profit. As a long-termed plan, it is hoped that the business is also able to allow to hit the targeted audiences which are students and event planners.