



UNIVERSITI TEKNOLOGI MARA (UiTM) SABAH

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
MIRACLE LE' COMPANY

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DECLARATION

We certify that this business proposal does not to the best our knowledge and belief:

- a) Incorporate without acknowledge any material previously submitted for Diploma in any institution of higher education level.
- b) Contain any material previously published or written by another person except where due reference is made in the text or
- c) Contain any defamatory material we also grant permission for the at University Technology Mara, Kota Kinabalu campus to make duplicate copies of our business proposal – ENT300.

Miracle Le Company

(.....)

MOHD KHAIRUL SAM BIN MUADIN

GENERAL MANAGER

EXECUTIVE SUMMARY

Nowadays, the cases of obesity among people around the world is increasing not exception our country, Malaysia. Our Health Ministry was implement a great effort to held a lot of health campaigns in order to reduce the obesity rates. Regarding to this matter, Miracle Le' Company (MLC) was created to become catalyst to overcome this problem. Hence, this company took that solution as their golden opportunity to venture in health services orientation. We are absolutely concerned about people life style. Due to that reason, we came forward by providing people with 3 in 1 complete services.

What are 3 in 1 complete services stand for? It is about the three phases that we implement into our business and it is must go through by the customer according to the package that requested. **Phase 1:** Health and Care Consultation. This is the first phase that will examine your health and physical condition. Your height and weight will be measure by a high quality of health measurement in purpose to get know whether your BMI is balance or not. This phase will determine what your next treatment is. **Phase 2:** Fitness training. We provide customer with two different types of fitness, which is modern method and contemporary method. Modern method is conducted by using gymnasium equipment. Whereby contemporary method is consist of yoga and zumba session. Based on your health historical data, we can identify which session is suit for you. **Phase 3:** Fashion and personality consultation. This is the last phase that must be complete with. There is skilful trainer that will give you a lesson on how to recognize yourself internally and externally. This is important to bring yourself out confidently with a new look. Every people have a dream to become beautiful no matter it is man or woman. This is the outcome that we concern of.

In addition, we cannot assume that, the customer behaviour is all the same. Hence, we provide them with different packages so that we will let them to choose our services based on their preference and affordability freely. The three different packages are, Package A (Business Class), Package B (Business Class) and Package C (Third Class).

Other than obesity patient, this kind of services is also open to the public who concern about their health. We are kindly accepting all people around the world to get our services. Customer satisfaction is our priority. Miracle Le' Company – Fights for your dream & change!

BUSINESS PLAN PURPOSE

Regarding to this business plan, we clipped it together with several purposes as our main indicator to come forward with our fundamental business. Here is the main purpose of preparing a business plan:

- ❖ To evaluate the project viability and growth potential. It is due to what kind of business that we run, is the business have a high potential to be commercialized locally nor globally.
- ❖ To apply for loans or financing facilities from relevant financial institution. Based on the strength of that business, in order to compete in the market, a bank institution or loan agency will make their decision whether your business are deserve to get financial support or not. In that business plan, we also can state clearly the amount required and the purpose of the loan.
- ❖ Business plan will act as a guideline for the management of the proposed business. This is due to the overall planning decided by the owner that will help to start their strategic step from the beginning.
- ❖ The owner of that business is able to allocate business resources effectively. This is because, we can identify which resources is more prior to be allocate to ensure the business will run smoothly.