



UNIVERSITI  
TEKNOLOGI  
MARA

# MARA UNIVERSITY OF TECHNOLOGY (UiTM) SARAWAK

Fundamentals of Entrepreneurship  
ETR 300

## BUSINESS PLAN (SNAP SHOT PHOTOGRAPHY)

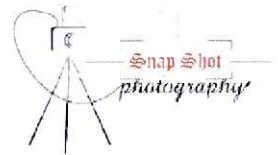
Student's Name:

Name	Matrix No.
Abdillah Abdul Kadir	2007133717
Eveana Crystle Anak Peng-Guan	2008710599
Helene Tagaak	2008529875
Mohammad Fathullah Bin Raduan	2007104877
Nur Adila Binti Jawawie	2008774747
Siti Selawati Binti Suhaili	2007133707

Lecturers' Name:

1. Mr. Jammeson Garry Dickson
2. Ms. Nurashikin Binti Nazer Mohd.

Submission Date: 11 October 2010



Y 5 1<sup>st</sup> Floor,  
Sub Lot 61 Phase 9,  
Lee Ling Commercial Centre  
Jalan Matang,  
93050, Kuching

Mr. Jammeson Garry Dickson,  
Lecturer of ETR300,  
University Mara of Technology,  
Samarahan Campus,  
Jalan Meranek,  
94300 Kota Samarahan,  
SARAWAK.

2 APRIL 2010

Sir,

**SUBMISSION OF BUSINESS PLAN**

As mentioned above, we hereby present our business plan of 'SNAP SHOT PHOTOGRAPHY' for viewing and grading.

2. First of all, we want to thank you for paying attention, guiding, and cooperating with us far by allowing this business plan become completed. It is insufficient to express our words of great thanks for all the knowledge that you have given to us as well as your continuous effort in assisting us as much as you can in orders to completing this business plan.

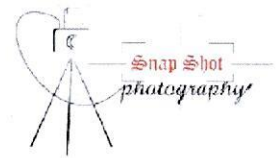
3. Besides, we also want to thanks to UiTM management team for giving us a chance to learn about this course. This course has given us a clear picture on the fundamental of starting a business. Along the completing process of this business plan, we have gain many experience and the experience is very helpful if ever 'SNAP SHOT PHOTOGRAPHY' become a reality. We realize that it is not easy to become an entrepreneur.

Thank you very much.

Yours faithfully,

(ABDILLAH BIN ABDUL KADIR)

General Manager



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#### **4. EXECUTIVE SUMMARY**

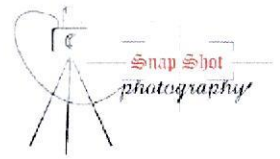
Families need photographs to capture the special moments of their lives. Families of professionals are busy, and if too much time goes by between photos, these moments are lost forever. Babies, especially, grow fast and parents need photos of them several times a year.

While nearly everyone has a camera for snapshots, people need professional quality photos when they will be shown to an important audience, and when people want to be seen in the best light. The Internet has expanded the use of photos, making it possible for anyone to send them or to publish them for wide viewing.

Professionals often have business needs for high-quality photos, and through this familiarity, they acquire a taste for them. When these professionals need photos to preserve memories, or to display family photos when they entertain at home, they have the budget and the desire for similarly high-quality photos. Just as they appoint their homes with fine furniture and decorations, the photos on their walls need to exhibit their standards of quality.

Most people use professional photo studios only on rare occasions, such as weddings, yearbook pictures, or baby portraits. Because the client has to initiate the call, many special moments are lost and the studio loses potential business. Photo studios generally charge a large fee for CDs of their clients' digital images. For these reasons, most photo studios are rarely used by families as a whole.

This photography business plan shows how Snap Shot Photo Studio will meet the needs of professionals and their families to capture the special moments in their lives and present them in the best light. We will establish a relationship in which we initiate the calls to keep their photos up to date. Digital files of their photos will be available for free by e-mail, or



## 5. PURPOSES OF BUSINESS PLAN

- *To obtain loan from financial institution*

Basically, to open a business, financial resources is the most important aspect to form a business. Without obtaining loan from particular financial institution, it will be very difficult for a business to be form and manage. So, this business plan is prepared for the purpose of obtaining working capital loan from CIMB Berhad for the amount of RM 25 000.00

- *As a guideline for managing the proposed business venture*

Business proposal can be used as a reference while managing daily business. In business plan, a planning about business performance and implementation has been underline for a reference to entrepreneur. This will help the entrepreneur when the business becomes a reality. Then, entrepreneur can organize and make arrangement of business strategy efficiently.