



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA (UiTM) KOTA SAMARAHAN

FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
DIPLOMA IN BUILDING

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

AP116 4A

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Submission Letter:

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14th JULY 2013

Miss,

SUBMISSION OF BUSINESS PLAN

As a representative for our group, I would like to submit our business plan for evaluation and further actions.

2. We feel grateful for the attention, support and advice that had been given which helps in making this business plan to be better. This report represents our effort and determination in not only to gain marks, but also to gain priceless knowledge and useful information.

3. After completing ENT300 course, we found that this subject is a good benchmark for students to open their new businesses. It teaches us a lot. This experience definitely will be helpful for us in the future. We have tried our best to complete this assignment without committing any plagiarisms because we do realize that the knowledge of entrepreneurship is required by us in the future. Without knowledge, we are nothing.

i) *Acknowledgement:*

In the name of Allah, the Most Gracious and the Most Merciful

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Last but not least, we take this opportunity to dedicate our deepest gratitude to our family for their endless love, prayers and encouragement. To those who indirectly contributed in this assignment, your kindness means a lot to us. Thank you very much.

Finally, we also want to apology if there are mistakes or imperfections and unsatisfactory to the viewers' assumption. Any suggestion for the improvement of this business plan will be acknowledged and appreciated.

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1.0 General Plan

Inspired by the increasing desires of modern female being to look for a secure hair salon, **Mayesa Ladies Salon** has been created to offer hair and also hijab service. We seek to fulfil the fardhu-kifayah obligatory by giving our (Muslimah) clientele the opportunity to enjoy every second at our salon with a piece of mind, ensuring their aurat is unexposed to those non-rightful ones (including the non-Muslim female hair stylist). Mayesa is a hair salon located in Lot 6290, Block 26, Muara Tuang Land District, Jalan Datuk Mohd Musa, 94300, Kota Samarahan Kuching, Sarawak. Mayesa serves only women and accepts appointments as well as walk-ins.

Mayesa is the name of our company. This business is in the form of partnership and each of us contributes certain amount of capital to fulfil our dreams to open up this salon. Me myself as the general and administration manager, in which with my experiences will create a very high quality saloon which is only for the ladies and also exclusively for Muslimah that you can never find in Samarahan. Stephenie Tony as marketing manager will help to promote our salon and detect any weaknesses with our salon. Mohd. Aqmal Ashyraf bin Brahim as operation manager will help to decorate our salon into a beautiful and modern-but-natural-like salon and which can create a harmony and peaceful environment for the customers. Last but not least our very own financial manager, Siti Nasyuha Binti Ramlee will help us with our financing and ways to spend our contribution and company's money precisely.

Literally, we start to survey any salon that operates here, in Samarahan. We choose ladies saloon because we found that this kind of salon that serves special service for Muslimah is rather small. Besides, this salon is also to cover the demand of women nowadays. We think that this type of business gives more incomes and profits than other services because self-care is needed by everyone. Nowadays, not only men, but women are also alert with the latest trend (hair styling and hijab styling) and did not have that much opportunity here in Samarahan.

Five of us have agreed to take parts in our business management that we establish; Farah Inesa Binti Noor Iskandar as General Manager and also as Administration Manager, Stephenie Tony as Marketing Manager, Mohd. Aqmal Ashyraf Bin Brahim as Operation Manager, and Siti Nasyuha Binti Ramlee as Financial Manager.