



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300 FUNDAMENTALS OF ENTREPRENEURSHIP

**FACULTY OF HOTEL AND TOURISM MANAGEMENT
(HM111)**

STUDIO '95

LECTURER : MISS CHANG YIN CHENG

GROUP MEMBERS

NURUL KHALIDA YAHMAN (2013379769)
SARAH DIBBA BINTI AWANG BESAR (2013737587)
MUHD AFDHOL BIN HARUN (2013364247)
MOHD HAPIZAN BIN JEPENI (2013910297)
MARCUS ANAK ANTHONY (2013995081)



TABLE OF CONTENT

| | |
|---|-----------|
| Submission Letter | 4 |
| Acknowledgement | 6 |
| Executive of Summary | 7 |
| INTRODUCTION | 8 |
| 1.0 INTRODUCTION | |
| 1.1 Letter of Agreement | 8 |
| 1.2 Business Plan Purpose | 11 |
| 1.3 Introduction | 12 |
| 1.4 Business Location | 13 |
| 1.5 Business Background | 14 |
| 1.6 Factors | 14 |
| 1.7 Future Prospects of the Business | 15 |
| 1.8 Factors in Selecting the Proposed Business | 15 |
| 1.9 Business Logo and Logo Description | 16 |
| 1.10 Name of the Company | 17 |
| 1.11 Nature of Business | 17 |
| 2.0 GOALS OF THE ORGANIZATION | |
| 2.1 Objectives | 18 |
| 2.2 Vision and Mission | 18 |
| 3.0 SHAREHOLDERS BACKGROUND | 19 |
| 4.0 CAPITAL CONTRIBUTION | 24 |
| MARKETING PLAN | |
| 1.0 Introduction | 26 |
| 1.1 Objectives | 26 |
| 1.2 Product and Service Description | 27 |
| 1.3 Packages | 28 |
| 2.0 Target Market | 29 |
| 2.1 Market Segmentation | 29 |
| 3.0 Market Size | 30 |
| 4.0 Competition | 31 |
| 5.0 Market Share | 32 |
| 5.1 Before Involvement | 32 |
| 5.2 After Involvement | 32 |
| 6.0 Sales Forecast | 33 |
| 7.0 Marketing Strategies | 34 |
| 7.1 Product | 34 |
| 7.2 Price | 34 |
| 7.3 Promotion | 34 |
| 7.4 Place | 38 |
| 8.0 Marketing Budget | 39 |
| OPERATIONAL PLAN | |
| 1.0 Introduction | 42 |
| 1.1 Objectives | 42 |

SUBMISSION LETTER

ENT 300 Students,
Diploma in Hotel and Tourism Management
Universiti Teknologi MARA (UiTM) Sarawak
Samarahan Campus
Jalan Meranek
94300 Kota Samarahan
Sarawak

Miss Chang Yin Cheng
ENT 300 Lecturer
Universiti Teknologi MARA (UiTM), Sarawak
Samarahan Campus
Jalan Meranek
94300 Kota Samarahan
SARAWAK.

09th September 2015

Miss,

SUBMISSION OF BUSINESS PLAN

As a representative of our company Studio'95, I would like to submit our business plan for your valuation and further action. We are very grateful for your supports and advices that have been given by in order to accomplish this business plan and in the same time attach us toward goals and objective of the preparation of this business plan until us finally completing according to time given respectively.

EXECUTIVES SUMMARY

The name of our company is Studio'95. The Business has been decided in the form of five partnerships. Each partner has contributed on an agreed amount of capital as in our agreement. Our main business activity is to provide a fascinating and memorable photos to the customers with all of our efforts and skills. We will be located at Samarindah,Kota Samarahan,Sarawak. Hopefully we will be opened on 1st January 2016.

All partners are entitled and encouraged to participate in all business management. All of us have agreed that Nurul Khalida Yahman as the General Manager, Sarah Dibba Binti Awang Besar as the Administration Manager, Mohd Hapizan Bin Jepeni as the Marketing Manager, Muhd Afdhol Bin Harun as the Operational Manager and Marcus Anak Anthony as the Financial Manager.

The management team will be lead by General Manager. The entire decision making is in her hand after a meeting with Board of Director. The General Manager is responsible for Leading, Controlling, Planning, Organizing and finding opportunities for the business growth..

The Administration Manager responsible for matters concerning office administration. She needs to prepare and plan all the office equipments, organizational chart,manpower,schedule of tasks and others that are related to office works.

The Marketing Manager responsible to study the market conditions and come up with a solution to develop the market area with a marketing plan. The Marketing Manager needs high interpersonal skills as he has to confront customers so that they will be attracted to the management and products offered by the company.

The Operational Manager responsible for all the operational aspects of the business that are crucial in transforming the business input into output. She needs to ensure the business is able to produce the products that the business has planned in the marketing plan.

The Financial Manager responsible to summaries all the financial informations in the administration plan,marketing plan and operational plan so that it will give a picture of how much the business will cost to run.



INTRODUCTION

The business plan is prepared as a guideline for day-to-day management of the business. It is also to ensure that the management team able to distribute the business resources more effectively and to evaluate the feasibility of the business.

Studio 95 is a studio that sells various types of editing skills and producing amazing photos special for the customers. The business has been agreed by all the partners of the business. The partners have agreed to abide all terms of the partnership to contribute some capital according to the allocated shares. We have chosen partnerships as our form of business because a lot of ideas, talented and skills can be pooled together for better management for the business.

