



**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
DIPLOMA IN PUBLIC ADMINISTRATION  
UNIVERSITI TEKNOLOGI MARA  
SARAWAK**

**ETR 300**

**D' PRINCESS BEAUTY & HEALTH SALOON**

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**Prepared For:**

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**DATE OF SUBMISSION: 7<sup>TH</sup> APRIL 2008**

ORGANIZATION  
STRUCTURE

Ref :ETR 300  
Date :7<sup>th</sup> April 2006

D'PRINCESS Beauty and Health Saloon,  
1<sup>st</sup> floor, Gateway Kuching,  
No. 9, Jalan Bukit Mata,  
93100 Kuching,  
Sarawak.

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University Technology Mara,  
Samarahan Campus, Meranek Road,  
94300 Kuching,  
Sarawak.

7<sup>th</sup> April 2006

Sir,  
Ref: Submission of Business Plan

I am here representing D'PRINCESS Beauty and Health Saloon would like to submit our business plan. Referring to the statement above, together with this letter we include the proposal for business plan requirement for the ETR 300 subject. This business plan begins in early semester on January 2006 and submitted on April 2006.

2. Business plan is about our effort to set up a computer hardware shop. The proposed company is at the address below:

D'PRINCESS Beauty and Health Saloon  
1<sup>st</sup> floor, Gateway Kuching,  
No.9, Jalan Bukit Mata,  
93100 Kuching,  
Sarawak.

**GENERAL  
MANAGER**

MOHD HAIRUL HJ  
ABD.KADIR

012-7972672

**ADMINISTRATION  
OFFICER**

DYG ZULRINA BT  
ABG MEDIAN  
017-3343034

**MARKETING  
MANAGER**

NORAMIZA BT  
AHMAD KAMIL  
013-856790

**OPERATION  
MANAGER**

DYG FAIZATUL  
AKMAR BT ABG  
KERNI  
016-8584477

**FINANCIAL  
OFFICER**

KHADIJAH BTE  
CHALI  
0198769666

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## **EXECUTIVE SUMMARY**

D'PRINCESS Beauty And Health Saloon is a Private Limited Company. There are five members of the shareholders, which are the General Manager, Administration Manager, Operation Manager, Marketing Manager and Financial Manager. The business of our shop is to give services such as make-up and also includes the therapy for health purpose like sauna, body massage and spa to the people. Our target customer would be any type of people except for children. However, we are more focus toward man and woman who are busy working. This is because they are the one who will really need our services, as they are too busy to do any exercises for their health and having less time to prepare themselves whenever they have any functions.

Our saloon is located at 1<sup>st</sup> floor, Gateway Kuching, No. 9, Bukit Mata Road, 93100 Kuching, Sarawak. It will affect of its operation with a starting capital around RM 94635.00. The premise is well equipped with all facility and such a perfect location for our shop. By God willing our saloon will be fully operate on 1st January 2007. This area is a commercialized area and consist variety of customers.

We have full confident that we can be success in doing this because there are fewer competitors at the area. Due to the advantages and the accommodations as mention early we sure can capture a substantial portion of market.

## **INTRODUCTION**

We are choosing the traditional and modern concept for the saloon so that it will have a relaxing and cozy atmosphere, which suits the city life, which is busy and full of pressure. The aim is to make personal life much easier and convenient.

There are five shareholders in this company. The General Manager, Mohd Hairul has contributed an amount of money amounting RM 25755.00. Meanwhile the other four shareholders contribute about RM15000.00 each. We also apply for loan amounts RM 8880.00 from Bank Islam. Thus, this makes us has total contribution of RM94635. The business will commence on the 1st January 2007.

D'PRINCESS Beauty and Health Saloon are given services for beauty and health purposes. Our main intentions in the business are offering the best services for customer in wide range of ages. In addition, we are intent to fulfill the needs of customers in order to reduce their stress and give them a healthy body and more beauty which is demanded in today's life.

The location of business is situated at 1<sup>st</sup> floor, Gateway Kuching, No. 9, Bukit Mata Road, 93100 Kuching, Sarawak.

We believe that this business is profitable viable as a good health and a beautiful face, skin or body is needed in day's life nowadays. The idea of choosing this business because we had surveyed that in kuching, there is no other saloon that had all the combination of spa, sauna, make-up and body massage in the same location and company. So we want to be the first company, which provide the services.