



UNIVERSITI TEKNOLOGI MARA (UiTM) KOTA SAMARAHAN

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DIPLOMA IN QUANTITY SURVEYING

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

SPAPHILE COMPANY

PREPARED BY:

AP114 4A

ALI BIN PATRICK	2012486554
KHAIRUNNISHA BINTI HASHIM	2012498332
NUR ANISAH BINTI ISMAIL	2012660182
NUR LIYANA BINTI SABRIEE	2012899462
NURUL HAYATI BINTII YONG	2012463326

PREPARED FOR:

MISS NORAINI BINTI SA'AIT

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EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Kota Samarahan area, our group decided to specify our business. Our group has come up with the business plan of partnership, known as SPAPHILE Company. The business has been decided on the form of five partnerships. Each partner has contributes certain amount of capital as agreed in our agreement. We will open our spa at Uni Garden, Kota Samarahan, Sarawak and hopefully will open by 1st January 2015.

The members include general manager, marketing manager, operational manager, administrative manager and financial manager. All partners are encourage and entitled to participate in all business management. We had appointed Khairunisha binti Hashim as General Manager, Ali bin Patrick as our Marketing Manager, Nurul Hayati binti Yong as our Operational Manager, Nur Anisah binti Ismail as Administrative manager and Nur liyana binti Sabreee as our Financial Manager

General Manager is responsible in monitoring the whole department to ensure everything is going well and make the decision for the company. The general manager is responsible in controlling, leading, organizing as well as plan the entire business whereas the Marketing Manager is responsible in creating the marketing plan. Other than creating the marketing plan, he also responsible to identify the target market, competitors, size of the market trend and to forecast the future of the project.

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1.0 GENERAL PLAN

Having a business plan is essential in starting a business where it serves as a blueprint and guide for a proposed business project that one intends to undertake. The information gathered regarding the project is used in the business plan to propose strategies, predict viability and forecast success for the project.

1.1 *Introduction to Business Plan*

SPAPHILE is a company that gives a spa service treatment. The purpose of this service is to primarily give a relax treatment for our customers. Spa service treatment is subject to many conditions which vary from one country to another and from one company to another.

We do realize this would not be an easy task. There must be a lot of patience and full hearted determination. To ensure that this business achieve its goal, we have done an intense research before we start the business. After few discussions, we have decided to set up a partnership company –SPAPHILE Company. Our major focus is to service treatment a comfortable, save and quality to the customers. We are very optimistic that this business will gain a large profit.

In order to make this business plan running smoothly we must have an efficient and complete method of management in an administration of business. All partners must involve in this strategic management. The most important thing that we must take care is

1.3 Nature of Business

SPAPHILE give a service treatment such as modern treatment, traditional treatment and body treatment and also package services. What differ us from our competitors is the treatment that we are going to offer to our customer. Since the service treatments of our competitor are not much, what we will do is to improvise the existing service and offering what the competitors does not have yet to offer. In addition, our treatment price also affordable and we will also serve a tea after the treatment done.

1.4 Industry Profile

In Kota Samarahan, there are several competitors that open a spa services. Since, there are not too many competition in the market, we are quite sure that we can penetrate this market by offering more service treatment than others and also offer a good price for our members.

1.5 Date of Commencement

After the agreement of the entire shareholders member, we had chosen to start our business operation on 1st January 2015. Our agreement is the fruits after considering the important terms of starting a business, with discussion and opinion from every business partner.