



UNIVERSITI TEKNOLOGI MARA  
DIPLOMA IN TOURISM MANAGEMENT

ENT300  
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN  
BELLAS ARTES

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## **EXECUTIVE SUMMARY**

### **1.0 INTRODUCTION**

Bellas Artes is D.I.Y shops that located in Oceanus Jalan Tun Fuad Stephen, 88000, Sabah, Malaysia. Bellas Artes serves corporate group, teenager, couples, teachers or parents also a walk in customer. Bellas Artes also sells retail wedding gifts products. Bellas Artes is able to serve the customer in one quick, convenient visit.

While there are many "DIY shops" like Bellas Artes, Bellas Artes will excel due to its attention to detail regarding customer service. Through unheralded customer attention, Bellas Artes will slowly but surely gain market share as it product will build long-term relationships since it will catered a lot of wedding couples. Lastly, Bellas Artes location will allow it to attract a lot of walk in traffic since Oceanus nowadays are getting famous among the people who live nearby the premise.

We, Bella Artes, saw the opportunity that this business has the potential of success provided that it is handled efficiently. Since every month there will be wedding and any special events, We will do our best to give a good product and service to the customer since they will bring us a lot of profit. Bellas Artes sees this as a way to prosper in this market by taking advantage of all these people's need.



## 2.0 PURPOSE

This business plan is prepared to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so that Bellas Artes will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank.

Bellas Artes has asked from Maybank for a loan up to RM 50,000 so that it can build itself in this business. The other RM 100,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 20,000 each.

The financing will be used to purchase a start-up asset like shop equipments, furniture and fittings, store front and artwork, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. Bellas Artes has all the ingredients to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.