



UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

ENT300  
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN  
LOEV BEAUTY ACADEMY

PREPARED BY

ASIMAH IMAN	2012968067
PRISCILA DING	2012991853
NURUL AIN PAIMIN	2012905203
NOORFARIHAN YUSOF	2012502315
NOORFARAH SHAHIRA MOKTAR	2012754283

## TABLE OF CONTENT

	TITLE	PAGE
1	<b>INTRODUCTION</b> <ul style="list-style-type: none"> <li>- Executive Summary</li> <li>- Purpose</li> <li>- Company/Business Background</li> <li>- Shareholders'/Partners/Owners' Background</li> <li>- Partnership Agreements</li> </ul>	1-12
2	<b>ADMINISTRATION PLAN</b> <ul style="list-style-type: none"> <li>- Organization Chart</li> <li>- List of Administrative Personnel</li> <li>- Schedule of Tasks and Responsibilities</li> <li>- Schedule of Remuneration</li> <li>- List of Office Equipment and Supplies</li> <li>- Administration Budget</li> </ul>	13-22
3	<b>MARKETING PLAN</b> <ul style="list-style-type: none"> <li>- Profile of Product/Services</li> <li>- Target Market</li> <li>- Market Size</li> <li>- Competition</li> <li>- Market Share</li> <li>- Sales Forecast</li> <li>- Marketing Strategies</li> <li>- Marketing Budget</li> </ul>	23-36
4	<b>OPERATION PLAN</b> <ul style="list-style-type: none"> <li>- Operation Process</li> <li>- Process Flowchart</li> <li>- Capacity Planning</li> <li>- Material Requirement</li> <li>- List of Machines and Equipment</li> <li>- Layout Plan of Operation Area/Factory</li> <li>- Operations Overhead</li> <li>- Operations Budget</li> </ul>	37-46
5	<b>FINANCIAL PLAN</b> <ul style="list-style-type: none"> <li>- Project Implementation Cost</li> <li>- Sources of Financing</li> <li>- Table of Depreciation</li> <li>- Loan Amortization Schedule</li> <li>- Hire Purchase Repayment Scheme</li> <li>- Cash Flow Proforma</li> <li>- Profit and Loss Proforma</li> <li>- Balance Sheet Proforma</li> </ul>	47-71

## **1.0 INTRODUCTION**

### **Executive Summary**

Loev Academy Beauty is located in Imago KK Times Square that has high potential in attracting the customers. This company have set their aim towards both women and men between ages of 18-50. Customers can make their appointments as well as just walk-in. Loev Academy Beauty mainly providing services and classes such as makeup class, consultation class including self-confidence and communication skills as well as grooming.

While there are many agencies or business in common with Loev Academy Beauty with only the differences on how they perform the job, products they are using and the charges. We want to make existence in the market as to increase economy and make profit.

Nowadays, people are too busy with their daily activities. They want to appear confidently, stylish and well communicate. Loev Academy Beauty foreseen this opportunity to help them in providing a comfortable and easy class for them who want to improve themselves in term of makeup, self-esteem, communicate properly and how to groom better for different occasion. Loev Academy Beauty has inserts the specialty of self-consultation instead of just services.

We, Loev Academy Beauty, saw the chance of the business moving forward to success with efficient management from the team. We concern on people about how they need to take care of their self-appearance, their level of confidence, how they can communicate well with different level of people. We believe that all of these services could help them to improve better in future especially for them to get job outside.

## **1.1 Purposes**

The purposes we start establish LOEV Beauty Academy because we are concern to the society for have better appearance and improve self-confident. Other than that we also think that when we have this kind of business, society could increase or develop self creativity in terms of their specialty in different kind of job.

We have open this opportunity to society will add more knowledge regarding on how they can manage and improve well their appearance, and this could help to reduce the rate of unemployment among the youngsters and who facing with problem in job seeking.

To establish LOEV Beauty Academy properly and well we have prepared this business plan 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 LOEV Beauty Academy 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.

LOEV Beauty Academy has asked from Bank Islam for a loan up to RM 10,000 so that it can build itself in this business. The other RM 45,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 8,000 each and general manager agreed to contribute RM 13,000.

The financing will be used to purchase a start up assets like academy equipments, furniture and fittings, 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. LOEV Beauty Academy has all the materials 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.

LOEV Beauty Academy will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. LOEV Beauty Academy is completely confident that it will be able to pay the loan back including the interest payment in the loan given.

## **1.2 Company background**

Name of company : LOEV Beauty Academy

Address : Lot G70 & G71, Ground Floor, Imago Shopping Mall, KK Times  
Square, 88100 Kota Kinabalu, Sabah.

Telephone number : 088-879547

Fax number : 554-555-556

Email :loevbeautyacademy@gmail.com

Form of Business : Partnership

Main activity : Make Up, Hair Dressing, Motivation and Communication class

Date of Registration : 1 January 2015

Number of Registration : M0210594-D

Date of Commencement : 8 January 2015

Initial Capital :RM45,000 (own)

RM 10,000 (loan)

Name of Bank : Bank Islam