



# UNIVERSITI TEKNOLOGI MARA

**FACULTY OF BUSINESS MANAGEMENT  
CAMPUS 2 SAMARAHAN, SARAWAK**

**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

**FUNDAMENTAL OF ENTERPRENEURSHIP (ENT300)**

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**KEPADA SESIAPA YANG BERKENAAN**

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pengurusan Dan Teknologi Pejabat** untuk membuat satu kertas projek bagi **ENT 300 (Fundamental Of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **PUAN NORAIDA BINTI OMAR** di talian **(082677200)** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

**"BERSATU BERUSAHA BERBAKTI"**

Sekian.

Yang benar



**BAIZURA BT IBRAHIM**  
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## **EXECUTIVE SUMMARY**

The name of the company that we agreed to choose is Ladies Hairlicious. The business is in form of partnerships, which consists of five members. Each partner contributes certain amount of cash as agreed in partnership agreement. The main activity for the business is to provide services to the ladies customers in the hair salon especially for those who wear hijab so that they can comfortably receive the services from us.

All partners are entitled to participate in the Business management. We have agreed that Mariam Binti Sapuan as the General Manager, Mira Azura Binti Jafferi as the Marketing Manager, Nur Farahainy Binti Mohd Zamzy as the Operation Manager, Nur Saihah Binti Champion as the Administration Manager and Siti Syairah Binti Sazali as the Financial Manager. The business will be totally own by partners of the business. The location of this business is at Jalan satok Kuching Sarawak. We likely choose this area because it more communities and we are one of the saloons that provide services for ladies only. The strategic location also might help us to earn profit and know our target markets as well.

The General Manager is responsible in planning, organizing, leading and controlling of the entire business. The company is leads by Mariam Binti Sapuan. She is the owner and the main head of the company. The management will be leads by her and associated by other four shareholders. The Marketing Manager is Mira Azura Binti Jafferi who responsible in preparing marketing plan. This included identifying the target market share, develop sales forecast and develop the marketing strategies. She will be the "ambassador" for our company because she has the natural skill to speak with the customer and the public.

The third member is Nur Farahainy Binti Mohd Zamzy. She is the Operation Manager who responsible for controlled and monitors the operation of our business. She also responsible for managing the services that the company wanted to provide to the people. Nur Saihah Binti Champion is the Administration Manager. She is the one who

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## **1.0 INTRODUCTION TO BUSINESS PLAN**

### **1.1 NAME OF THE COMPANY**

Our Company name is "Ladies Hairlicious". The name given is linked with our product which makes our company's name can attract customer's because appropriate. We believe that our company's name can attract customers because the name given is straightforward, simple but nice and does not make the customers confuse. Furthermore, we choose this name because it shows that our company is specialized for ladies only.

### **1.2 NATURE OF BUSINESS**

We have chosen to venture in the hair salon business and our saloon's specialty is that we only provide our services for ladies only.

### **1.3 INDUSTRY PROFILE**

We would provide a some space to ladies with hijab to make hair treatment or cut their hair in a comfortable place. Instead of providing Hair treatment, the customer can enjoy their rest time with watching television that we have provide at special rest room .