



اُنِيُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
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Business Plan

PROJECT TITLE: Hermosa Beautycare

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TABLE OF CONTENT

No.	CONTENT OF BUSINESS PLAN	PAGE NUMBER
1.	Acknowledgement	5
2.	Executive summary	6
3.	Introduction	8
4	General Manager Plan	10
5.	Administration plan	20
6.	Marketing Plan	30
7.	Operation Plan	45
8.	Financial Plan	58
9.	Conclusion	78

Executive Summary

Hermosa BeautyCare offers services for customers. Hermosa BeautyCare provides grooming services such as hairdo makeover, manicure and pedicure and etc. Definitely we provide excellent services for the customer to receive the high satisfaction level from the customers.

We are targeting the students and also the publics. We aimed for the students because our shop is located at Desa Ilmu, Kota Samarahan and it is near to the three public universities, The Universiti Malaysia Sarawak (UNIMAS), Universiti Teknologi Mara Kampus Samarahan I and Universiti Teknologi Mara Kampus Samarahan II. With the reasonable prices of our services, they will surely come to our shop to receive our services before any festival like Hari Gawai, Hari Raya, Christmas and others. Our shop also near to the residential area where many of families live in that area then it will be a benefit to us.

Hermosa BeautyCare also provides a delivery services. The customers may place their order in our Facebook and Instagram. Customers also can direct message or call to our shop for the order. So, they don't have to burden themselves because we are bringing our services to their doorsteps. However, the delivery service is only for the nearest area in the Desa Ilmu or Bandar Riyal and otherwise the rest can come to our shop to experiencing our services.

Hermosa BeautyCare strategy is to emphasize the quality and price of our services. We offer the affordable price for our customers. Thus, we develop marketing strategy that gives attraction for the customers to make people will come to our shop.

The management of Hermosa BeautyCare consists of 6 managers which are the Dyllyna Anak Alim as the general manager, Cherissey Endang Ak Maktri as the administrative manager, Awang Adib Qayyum Bin Awang Jawawi as the marketing manager, Irene Vincent as the operational manager and lastly, Wendy Lynie Ak Edwin as the financial manager. Our workers have extensive experience in financing, marketing, businesses, sales and have many experiences in entrepreneurship field.

INTRODUCTION

● **INTRODUCTION TO THE BUSINESS**

i. Name of the business

Our business's name is Hermosa BeautyCare. We use the name of Hermosa BeautyCare as our business's name because our business is about grooming and making others pretty or beautiful. Hermosa is a Spanish word that gives the meaning of beautiful in English. With the unique name of our shop, we really hope that we can attract more people to come to our shop and experiencing our services.

ii. Nature of the business

Our main activities are grooming services. We provide grooming services for both males and females. Our grooming services includes make-up, hair dressing, facial treatments, nail manicure and pedicure also barber services for males. We also provide grooming delivery service into our customer's door ship.

iii. Name of partners

This business is founded by five persons. They are Dyllyna Anak Alim as the General Manager, Wendy Lynie Ak Edwin as the Financial manager, Awang Adib Qayyum bin Awang Jawawi as the Marketing manager, Irene Vincent as the Operation manager and lastly is Cherrissey Endang Ak Maktri as the Administrative manager.

iv. Location of the business

Our shop is located at Desa Ilmu, 94300 Kota Samarahan, Sarawak. The chosen location can be considered as strategic since it is near to the town and two universities which are Universiti Malaysia Sarawak (UNIMAS) and Universiti Teknologi Mara Kampus 1 dan Universiti Teknologi Mara Kampus 2. This means we can attract many students to pass by our shop.

● PURPOSE OF BUSINESS PLAN

Business plan is a set of documents prepared by an organization's management to summarize its marketing, operational and financial objective for the near future. It provides step-by-step guideline once we started our business. It also provides an idea on how to achieve the organizational goals. This business plan is very important to a new business like HERMOSA BEAUTYCARE because it may help us to maintain our business longer in the Sarawak market.

i. To act as guideline for the management of the proposed business

This business plan is a guideline for the organization in setting, planning, managing, handling and controlling our business for day to day management, budget, financial forecast, strategies and target market. It is also a master plan of an organization that necessary to calculate the effectiveness on running a business. A successful business leader knows that a well-written business plan can provides day-to-day operational existence.

ii. To evaluate the project viability and growth potential

Everyone in the company will use the information contained in the company's business plan, whether to set performance targets, guide decision-making, with regard to on-going operations, or assess personnel performance in terms of their ability to meet objectives set in the business plan. A company's performance and progress can be measured within planned goals involving sales, expenditures, and strategic direction.