



اَوْنِيُوْا سَبِيْقِيْ تَتِيْكَوْا لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## TREBLE MUSIC

Prepared by:

HASYAFARINA FIFFY BINTI ATENIN	2011666932
BRENDA SUBAL	2011606884
JUNAIDI BIN UDAN	2011630966
MOHD FAIZ BIN MAHDON	2011210398
SHERILY NORDIN	2011281114

DIPLOMA IN FINE ART

FACULTY OF ART AND DESIGN

Prepared for:

MADAM SITI MARDINAH BINTI ABDUL HAMID

MARCH 2013

## Executive Summary

We named our company Treble Music. We have decided to be a partnership business, which is consisting of five partner members. Each member contributes certain amount as a support capital for the business to start up as a requirement to the partnership agreement. Our business are located at SL 40, 2<sup>scd</sup> floor, Desallmu Phase 22, Samarahan Land District, 94300 Kota Samarahan. Our main business activity is to provides a music tutorial, equipment's and classrooms for piano, guitar, violin and vocal lessons.

In this business, all partners are encourages and entitled to participate in the whole business management. After the meeting that we attended, my partner members and i have decided and agreed that, myself HasyafarinaFiffyBintiAtenin are well-to-do as our General Manager for this business. We has chosen the very competent one as our Marketing Manager, Brenda Subal. For the Operational Manager, the most well-off is JunaidiUdan. As the Admin Manager, a very reasonable to take this responsible is MohdFaiz Bin Mahdon, and as our Financial Manager, we put the trust to SherilyNordin. All of this are decide refer to the qualification of each member.

This business is lead by myself as the General Manager which is responsible to planning, organization, leading and controlling our entire business operation. I will also responsible and have a right to make a decision for the business operation. The Admin Manager are responsible for all human resource and office administration. The marketing manager are responsible to the marketing development process, identifying the target market, market size, our competitors, market share monitoring, sales forecast and marketing strategies which is how to promote our services to the market and customer. The Operational Manager will be responsible to control and monitor our business. All financial matters such as budgeting business and taking care all the calculating will be conduct by our Financial Manager Assitant.

Prepared by,

---

(HasyafarinaFiffyBintiAtenin)

General Manager Of Treble Music

Treble Music (Music Learning Centre),  
Diploma In Fine Art,  
MARA University Of Technology,  
Campus Of Samarahan,  
Jalan Meranek , 94300 ,  
Kota Samarahan , Sarawak.

---

Madam Siti Mardinah Binti Abdul Hamid  
Lecturer of ENT 300 ,  
MARA University Of Technology,  
Campus Of Samarahan,  
Jalan Meranek , 94300 ,  
Kota Samarahan , Sarawak.

Madam ,

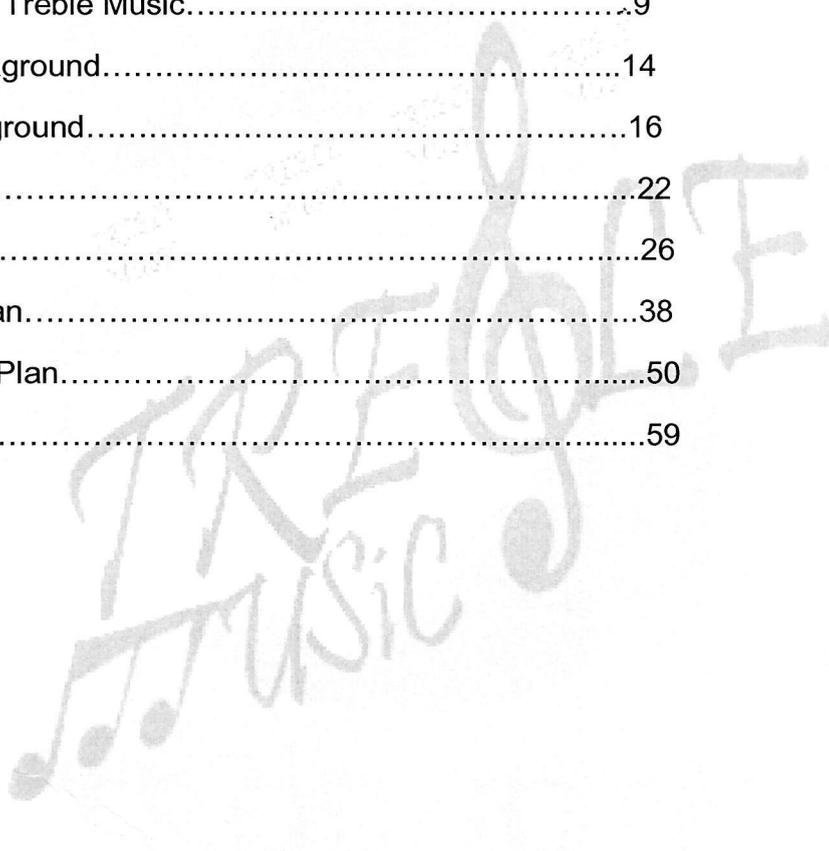
RE: Submission Of Business Plan

As a presentation of business "Treble Music" , I would like to submit our business plan for your evaluation and further action. We are very grateful for the generous amount of your motivation support and guidance that have paved the way and anchored our aims and goal towards preparing and finally completing this business plan on time and on scheduled.

02. For all of us , ENT 300 (Introduction Of Entrepreneurship) had given us a clear figure on the fundamentals of starting a business . A long the way , we had gathered many ideas through brainstorming , idea development until it become reality. This subject clearly deliver to us the understanding about being an entrepreneur is not easy and never be a simple career

## Table of Content

Acknowledgement .....	2
Executive Summary.....	3
Treble Music Agreement.....	4-5
Evaluation Request Letter.....	6
Introduction Of Treble Music.....	9
Company Background.....	14
Partners Background.....	16
General Plan.....	22
Marketing Plan.....	26
Operational Plan.....	38
Administrative Plan.....	50
Financial Plan.....	59



## **Business Plan**

### **1.Introduction**

#### **i.Name Of Business.**

##### **TREBLE**

The name of our business is "Treble Music" . This name is chosen by us due to the business nature which is provides a music tutorial. 'TREBLE' word brought a meaning as a official and well known symbol or sign of note music or in other word 'TREBLE' is a mother of a note music symbol.



This is a 'TREBLE' symbol

##### **MUSIC**

Once again, since our nature of business is to provides a music tutorial , we strongly want to use a 'MUSIC' word to show and potray to the customer about our main business activities is about music. And after it was agreed by all partner members , we named our company **TREBLE MUSIC**