



اُذِنُوا لِيْ يَنْبُغِ لَوْ كُنِيَ فَا لَمَّا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN**

**S.A.V.E.D HAIRCUT**

**SERVICES**

**PREPARED BY**

**FACULTY & PROGRAMME**

: AM - FACULTY OF ADMINISTRATION SCIENCE  
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**PROJECT TITLE**

: S.A.V.E.D HAIRCUT

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## **EXECUTIVE SUMMARY**

S.A.V.E.D Haircut is a haircut services which is providing 12-hours services. It is located at Universiti Teknologi Mara (UiTM) Campus 2, 94300 Kota Samarahan. Our motto is “smart choice, smart cutting”. In order to achieve our motto, we will plan our business thoroughly from each aspect.

We plan our financial by budgeting each sector such as for materials, salaries and so on. For our business haircut, we budgeting RM159 for machinery only. Meanwhile, other materials such as shampoo, we allocated RM500 monthly for all materials needed.

Aside from that, in terms of administration planning, we have clear organizational chart. There are five positions in our company such as General Manager, Administration Manager, Operational Manager, Marketing Manager and Financial Manager. We also hire one full time employee and two part time employees. Each one of us have our own task and responsibilities.

Our company targeted students and workers at UiTM Campus 2 to come to our haircut services. Our company also have competitive with other haircut barber outside UiTM. In terms of market share, we target 40% of total market share.

Besides that, for operational plan, we provide clear flow chart or procedures for each services. This is assists our customer especially for the customer that are first time come to our services.

In conclusion, our company confident to achieve our vision and mission. We will give our best to render a services that match with our motto.

## 1.0 INTRODUCTION

Our company name S.A.V.E.D Haircut, a partnership business that provides best quality of haircut services to our customers. For the name of our company, we all agree to choose "S.A.V.E.D Haircut" because our business can save customer's money from going to other barber outside UiTM and each alphabet contain our partnerships' name which are Asrizal, Davina, Evelyn, Saidatul and Veronica.

Our shop located in Universiti Teknologi Mara (UiTM) Campus 2, Kota Samarahan. We choose this location as it is strategic, easy for customers to access and the important part is where our shop inside UiTM Campus 2 Kota Samarahan. We also choose this place as our main targets customers are male students and male workers in UiTM Campus 2 Kota Samarahan.

More important part is our services providing haircut such as other barber does. We also provide other services such as shaving and head massage. For shaving and haircut, it is depends on the customer's want.

Through our observation, there are several reason why we all agree in choosing haircut services. It is because this services has potential to expand as there are no haircut services in UiTM Campus 2 Kota Samarahan and other barbershop outside UiTM. Students not need go to outside just only to cut their hair and they use their money to pay car rent such as Grab. Thus, those services can help us to attract more customers to visit our shop as we are the first barber shop that open in UiTM.

## **2.0 PURPOSE OF THE BUSINESS PLAN**

One of the purpose of S.A.V.E.D Haircut business plan is to convince customers to come to our service. It is because our company is the only barber shop inside UiTM Campus 2 Samarahan. We also provide other services instead of normal haircut. For example, we provide shaving for those who want their hair look nice. They can choose design of shaving that they want. Then, we provide head massage if they feel tired or to release their tension.

Besides that, this business plan will be a guideline to have a successful business. In order to become a successful business, the top management and employees of S.A.V.E.D Haircut will plan every job according to their position. Planning is the most important things in business as we can fulfil and satisfy the customers' needed and expectations.