



**MARA UNIVERSITY OF TECHNOLOGY
FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

INDOOR STUDIO

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DIPLOMA IN ART AND DESIGN (AD118)

INDOOR MULTIPURPOSE STUDIO

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INDOOR MULTIPURPOSE STUDIO

1.1 Submission Letter

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31st March 2013

Madame,

RE: SUBMISSION OF BUSINESS PLAN

As the representative of our company "INDOOR MULTIPURPOSE STUDIO", I would like to submit our business plan for your evaluation and further action. We are very grateful that we are given a chance to complete this business plan as we gain a lot of benefits and experience while doing this task. We also very thankful to you because you have taught us and paved us the way toward our aim and sacrifice your time in order to make everything perfect.

INDOOR MULTIPURPOSE STUDIO

1.3 Executive Summary

Our business name is Indoor Multipurpose studio. The main operation of our business is to provide the best and comfortable studio rental service in town. Our business is located in area of Stutong, Kuching Sarawak. The main reason we choose this place because the location is near with our target market.

The business is in form of partnerships, which consists of five partners. Every partner contributes to the certain amount of equity and all partners agree that they are bounding on the agreement and its condition that has formed. We all have agreed that **NAZIRUL NAIM B. ABD. KHALID** is the General Manager, **MUHAMMAD SYAFIQ B. MUHD. SUHAIMI** is the Administration Manager, **MUHD. SUKARNO B. ABU SAMAH** is the Operational Manager, **ANDRIAN LUKA** is the Marketing Manager and **ABG ZARQANI B. ABANG DRAHMANA** is the Financial Manager.

The management team will be lead by the General Manager and the other manager will help in other process. The general manager is responsible in controlling, leading, organizing as well as plan the entire business. The administrative manager will responsible in doing for all jobs relating to office administration. The marketing manager will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operation of our business is controlled and monitored by the operation manager. This is where quality control and productivity will take place in order to improve the efficiency of the workers.

Finally, the financial manager will handle financial matters such as preparing for the budgets and financial statement for the each department. All the financial statement need to be taken care properly by our Finance manager.

1.11 Purpose of business plan.

1.11.1 This business plan is prepared by “INDOOR MULTIPURPOSE STUDIO” for the purpose of obtaining working capital loan from MAYBANK for the amount RM 148,626.00

1.11.2 To allow us to view and evaluate the proposed business venture in an objective, critical and practical manner.

- ✓ By having a business plan, we have solid and well-grounded information to supplement the planning and decision-making process. This way, we will become more realistic and practical business plan.

1.11.3 To analyze and evaluate the viability of a proposed venture.

- ✓ A business plan can be used as a basis of determining the viability of a proposed business venture. The information gathering and analysis that is done as part of preparing the Business Plan can give an early indication as to the viability of a project. Hence, we can make a better judgment before investing in the proposed venture.

1.11.4 As a guideline for managing the business

- ✓ In preparing Business Plan, we have thought out and laid down the plans and strategies for running the venture. The planned strategies are an important part of business which consists of certain rules and regulations.