



**UNIVERSITI TEKNOLOGI MARA**

**KOTA KINABALU, SABAH**



**ENT300**

**(JAMMING STUDIO AND CAFÉ SERVICES)**

**BUSINESS PLAN**

**DIPLOMA IN ACCOUNTING**

**PREPARED BY:**

AHMAD TARMIZI BINTI BACHO (931223-12-6715)

HARTTYLYSEMIE TOLISH (910325-12-5868)

JASNI AKAK (911103-12-5058)

SHAHORIZAN BINTI SHAHDAN (930306-15-5015)

SITI NURFATEHAH BINTI DULLAH (930131-15-5098)

**PREPARED FOR:**

**DAYANG HARYANI DIANA BINTI AG.DAMIT**

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## 1.2. EXECUTIVE SUMMARY

Regarding to ENT 300 subject, we are required to do a business plan to guide us how to be an entrepreneur in the future. In order to do so, we form the Blast Society Entrepreneurship. The business was forms between five partners namely:

- a) Ahmad Tarmizi Bin Bacho(931223-12-6715)
- b) Harttylysemie Tolish(910325-12-5868)
- c) Jasni Akak(911103-12-5058)
- d) Shahrizan Bin Shahdan(930306-15-5015)
- e) Siti Nurfatehah Binti Dullah(930131-15-5098)

Blast Society is located at Lot 7 & 8, Kingfisher shop lot, JalanSulaman, 88450, Kota Kinabalu. Blast Society basically is a business that provides jamming studio service that combines with the passion for music and beverages to bring a community place where beverages and music connoisseurs come together to learn, enjoy and share music.

Our business is built upon leveraging complementary nature of jamming studio services and foods and beverages. The revenue of our business is composed of two groups of revenue streams that are jamming studio services and cafeteria.

We plan to combine our business with the web site where we intend to attract customers with music related news and services about our businesses. We choose the location in Sulaman Central, Kota Kinabalu due to its location that filled with lot of youngster that is our main target market which will make it easy to thrive in this line of business in this particular place. As it grow it will became more and more known to the residence and this will help the business to become the community centre for youth.

Our business also provided services not only the teenager but our business is suitable for both teenagers and adults. Because we serves them with a cafeteria where they also can enjoy music and coffee at the same time. Our business is appropriate for all groups.

### 1.3. PURPOSE OF BUSINESS PLAN

- 1) This is subject of Fundamental of Entrepreneurship (ENT 300) is a partial fulfillment of the course studies for the students in University Technology Mara.
- 2) Prepared as a guideline for the entrepreneur so that they can manage the business` day to day management more efficient and effectively. As the preparation of business plan is to identify the business`s objectives, strategies, and tactics that can be a benefit for the business.
- 3) To help entrepreneurs to evaluate and estimate the cost of setting up the business by looking at its administrative, marketing, financial and operational budget so that business resources can be distribute more effective and efficiently.
- 4) To assist the entrepreneur in manage the business so that entrepreneur can reevaluate the business strength and weakness and finding the solution to improve to be better.
- 5) To show the movement of operation of the business in every aspects.
- 6) To provides various job opportunities.