



PUBLIC ADMINISTRATION

FUNDAMENTALS OF ENTERPRENEURSHIP (ENT300)



BUSINESS PLAN

NAME OF COMPANY: DEFFA HAIRCUT ENTERPRISE

TYPES OF BUSINESS: BARBER SHOP

Group: 4H

NO	NAME	ID STUDENT
1.	EVYLIN SANTHA ANAK DUNDANG	2017242698
2.	FRADILA NAJA ANAK SATING	2017242294
3.	DESSEY EROY ANAK CLEMENT IMAN	2017242244
4.	NATASHA DEQBENYA	2017242262
5.	FRANKIE WAN DAVID	2017247996

PREPARED FOR:

Madam Siti Mardinah Binti Abdul Hamid

SUBMISSION DATE: 21 MAY 2019

LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
Faculty of Administrative science & Policy Studies
Universiti Teknologi Mara Campus Samarahan 2
94300 Kota Samarahan Sarawak.

21st May 2019

Madam Siti Mardinah Bt Abdul Hamid
Lecturer of Fundamental of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi Mara Campus Samarahan 2
94300 Kota Samarahan Sarawak.

Madam,

Submission of the Business Plan (ENT300)

According to the title above, we would like to submit our business plan on the name of DEFFA Haircut Enterprise. Consist all the detail, example, document and the following procedure which is located at Kota Samarahan, Sarawak.

2. This report consist of important component and aspect that have been considered in the beginning of the business. It includes our business profile, structure administrator, financial, marketing, and operation aspect plus all other information regarding the business plan. Below is the list of the group members that involved in completing this business plan:

Frankie Wan David	(2017257996)
Natasha DeqBenya anak Eden	(2017242262)
Fradila Naja anak Sating	(2017242294)
Dessey Eroy anak Clement Iman	(2017242244)

Your sincerely,



Evylin Santha anak Dundang
(General Manager)

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Executive Summary

This DEFFA Haircut Enterprise provide services haircut to all people include the student that near with this place. Our client is customers identifying as middle and low class which is all people in Kota Samarahan and student who want to consume the service with affordable price. We also targeting child and elders because we have a good and better services to our customers without favoritism of gender. Besides that, DEFFA haircut also used the quality product and take care their customer well and also customer-friendly.

In Kota Samarahan, DEFFA Haircut has the potential to growth over the year since this business provide services that satisfied customer want and haircut style. What makes we more special and different from others barber shop is that we provide services that the both gender or unisex can get a haircut in our barber shop. Hence, it will attract more customers to come to us as they do not have to waste their time and money to come to our barber shop. They also can get a membership discount and also have a student discount.

DEFFA Haircut marketing strategy is to emphasize quality and price of our services. We provide membership card so that our customers can get discount when they used our services and we also give promotion to student to attract more student to come to our barber shop. We provide all this because most of our customers is a student and also residential in Kota Samarahan. Thus, we develop marketing strategy that gives attraction to people to come to our barber shop.

The management of DEFFA Haircut consist of 5 lead workers. Our workers has extensive experience in finance, business, operation and marketing. We also hired 5 employees and also train them before start their job and also hired an experience worker to save time and cost for our barber shop.

1) Introduction

Our enterprise name's is DEFFA HAIRCUT ENTERPRISE. It is located near Ninso Aiman Mall because we can attract the people in that area to come to our barber shop. We choose the locations because it is strategic are to attract many people to pass by our place because it is near to Aiman Mall Supermarket. It is also allowed the entire family satisfied their hair needs in one convenient location which is not far from their home. Our shop also serves any types of genre include women and children. Not only that, we also accept the appointments from other customers. Furthermore, our company also sells many retails hair care products to our regular customers and able to serve the entire family in one quick's because we have experience workers that working in our shop.

This business is founded by five partners. They are Miss Evylin Santha Anak Dundang as the General Manager, Mr. Frankie Wan David as the Financial Manager, Miss Fradila Naja Anak Sating as the Marketing Manager, Miss Dessey EroyAnak Clement Iman as the Operational Manager, and lastly Miss Natasha DeqBenya Anak Eden as the Administration Manager. Our main service is haircut and stylish. Our shop has a several services such as hair treatment, hair was and hair cut according to the basic style. Our shop not only full filled the hair needs in that area but accept all the appointments from other area.

People from other location also can use our services when they want to fulfill their hair need. For example, to have their hair cur or to make over their appearance through different hair style. Our shop has foreseen this opportunity to provide the finest and highest quality of haircut and styling to all people despite their age or gender. This has shown that our shop can be the one of the saloon in that area.

From that, our shop will grab this opportunity to increase our target market to become more potential and handled the problem that we face efficiently. We also always take care of customer hair need because it can reflect their appearance. Not only that, it also makes them fell more confidence and comfortable if they happy with their appearance. From that we will produce highest quality service and will continuously improve all aspects of our business and products.