



اَوْنِيُوْرَسِيْتِي تِي كُونُوْرِي كِي مَارَا

UNIVERSITI
TEKNOLOGI MARA
MALAYSIA



BALINESE SPA & MASSAGE

GROUP : NBH6A

CAMPUS : B - UITM SHAH ALAM

FACULTY : BA - FACULTY OF BUSINESS AND MANAGEMENT

COURSE : ENT 530 - PRINCIPLE OF ENTREPRENEURSHIP

PROGRAMME : BA243 - BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) HUMAN RESOURCE MANAGEMENT

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EXECUTIVE SUMMARY

Balinese Spa & Massage is formed with an agreement by all partners. Balinese Spa & Massage has been set up on 1 February 2018. This business is formed under the partnership scheme based on the Partnership Act 1961 (Revised 1974). This business will run by five members with different education background and experience. Each partner will contribute RM 5,000 each as a capital for setting up this business not including General Manager. She will contribute RM 10,000 as a capital contribution. Therefore, Balinese Spa & Massage already have a total of capital contribution of RM 30,000 and a loan from CIMB Bank cost about RM 90,000.

Objectives of this company is to tailor the client's services to their individual needs and help clients have a great outcome with any of their beauty concerns. Massage activity is one of our attraction to customers which is we provide a few technique for doing massage. We also provide bath milk to our customers. We value feedback from clients during the treatments. In order to ensure the client's comfort and satisfaction and to increase repeat business.

Next, is to provide every individual with services designed to fulfill personal skincare and beauty goals. Our beautiful, relaxing spa is the perfect place to come relax, rewind and renew, but we also focus on thoroughly educating clients about skincare and other spa service . We want to be your professionals skincare partner. We happily answer client's questions and provide outstanding customer service.

Services that are being offered in Balinese Spa & Massage is massages and milk bath. Our spa provides two packages. First package is Jasmine Treatments which include Body Scrub Green Tea, aroma eye pillow treatment, aroma neck and shoulder massage, traditional massage and honey drink. Price for this package is RM 80. Functions of these body scrub green tea are eliminate acne and blemishes on the skin, refreshing fragrance of green tea, it helps prevent skin cancer, remove dead skin cells and impurities, nourish the skin, improve blood circulation of oxygen, whitening the skin, moisturizes the skin, prevent the skin from wrinkling, removes dead skin cells, dirt and dust and lastly eliminate the cellulite.

Our second package we create Bidadari Treatment Package in Balinese Spa & Massage. Treatment for uneven tones body, lighten, fining the impact of youth on the body. Just RM 120 for Swedish massage (full body), Balinese massage (full body), milk bath and Aromatherapy, Aroma eye pillow treatment and honey drink.

BALINESE SPA & MASSAGE

The area that we choose has high market potential in order to make our business success. Which the main target of our business is in the center of city and around the rich person's house area. All ladies including students and business women are welcomed to our spa because our spa is specially built for ladies. The project management are customer service and relations, sales and marketing and quality of our service provided.



1.0 INTRODUCTION

Name of Business :

- Name of our business is Balinese Spa & Massage. We chose this name because we personally think that the name itself is so unique so we can attract more customers to come to our spa. We chose the word of Balinese because we are inspired with Bali concept.

Nature of Business :

- Our nature of business is services. We only provide massage and milk bath to our customers. Products that we use in our spa are imported from several countries. Such as the oily massage that we used are from Thailand.

Location of Business:

- 319A, Melawati Square, Jalan Negara, Taman Melawati, 53100 Kuala Lumpur, Malaysia.



Date of Business Commencement :

- 01 January 2019

Future Prospect of the Business :

- Open To Muslim Guy. Now, we only focus on Muslimah. Insha Allah in 5 years future, we decided to open for Muslimin who need to take care of their body. As a muslimah, body care also must be well especially for woman. In future, we will provide one side for Muslimin who need our service, so they will be more comfortable. Here, we are concerned with the comfort of our customers and do not break the law of syara'.
- Open many branch around and outside the country next 5 years, we are also planning to open more branches around Shah Alam and Kuala Lumpur. In Shaa Allah, we will be opened in every state across Malaysia. Nowadays, most of the spa is not accordance with the features required by a Muslim woman. So, we hereby adopt the features desired by a Muslim woman without feeling anxious.