



UNIVERSITI TEKNOLOGI MARA

ENT 300

SSVC FANTASY STUDIO

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1.0 INTRODUCTION

1.1 Business Introduction

Photography has many uses for business, science, manufacturing, art, and recreational purposes. While for photographer is a person who takes photographs using a camera. Nowadays, we can see that the demand is rising for photography. According to Marcelwaldecker (2010), photography took shape as a successful profession because there has always been a search for the service. Moreover, by going for a photography service, people have more choices in the future. Photography companies across the world have now started providing variety type of photography services and this service is gaining widespread recognition. No matter where people live, these services are getting well known. These days any well known a photographer won't fail to advise people for choosing this service. Other than that, the demand is also increase because the photographer would give their customer valuable recommendations on a suitable venue for taking the photos, would arrange all the needed equipment for the purpose, and would also entertain any particular request or suggestion that their customer may have.

In addition according to Jerry Work (2010), with all the technological advances in video, audio and photography there are still a large demand for photography services. Hype Williams (2011) also stated that taking quality photographs is a skilled trade. By that, the demand in professional photographer is increase because they have the skill and knowledge to capture what is people desire on. Most these photographer whether it is professional or non professional have their own website which is people can see their portfolio and there we can see that they have developed their own style. For the small photographer, they succeed by increasing demand by target marketing and then they raising the prices to the level of the demand (Vanessa Honda, 2009). They are lots of hottest segment for professional photographers. Our business name is SSVC Fantasy Studio. SSVC is the combination of partnership member name. SSVC Fantasy Studio state for Suzie Sharam Vera Clay Fantasy Studio. Why we choose this name because we think that it is suitable and it also show the good relationship between us in this industry.

Nowadays, we can see that there is a lot of people doing this business but we here is to create and make something different to fulfill everyone needs and the important thing is we have our own uniqueness that can make people will not think twice while choosing us. Our target customers are people around Sabah especially in Kota Kinabalu. This is because nowadays we can see that from year to year the population is being increased and we can see there is a demand. Other than that, this will be our first step to expand our business before we reach outside market. Our businesses will actively operating in Dongongon Penampang Kota Kinabalu Sabah. Our business location will be place at one shopping complex that known as Megalong. We choose this place because we can see that there is a potential for us to expand our business there.

1.2 BUSINESS PURPOSE

This business plan is prepared by SSVC Fantasy Studio for the purpose of: -

- ❖ To fulfill the demand in the market.**
- ❖ This will be a guideline in managing a business.**
- ❖ To measure whether this business is able to compete with other competitors in the market.**
- ❖ To increase the number of Bumiputera entrepreneurship in this industry.**
- ❖ To fulfill the requirements of ETR300.**

1.3 BACKGROUND OF BUSINESS

Name of business	: SSVC Fantasy Studio
Address	: Dongongon Penampang, Kota Kinabalu Sabah.
Telephone	: 088-555085
Fax Number	: 088-598055
E-mail	: ssvcfantasystudio@yahoo.com
Form of Business	: Partnership
Main Activity	: Photographer
Date of Commencement	: 2 January 2012
Date of Registration	: In Progress
Name of Bank	: Alliance Bank
Bank Number	: In progress
Initial Capital	: RM 52,599.00
Bank Loan	: -