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UNIVERSITI  
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MARA

**FACULTY OF ARCHITURE, PLANNING, & SURVEYING  
UiTM SARAWAK, CAWANGAN KOTA SAMARAHAN**

**FUNDAMENTALS OF ENTREPRENEURSHIP ETR 300  
CANDELA LOUNGE SDN BHD**



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Finally, without all the group members and their teamwork, this business plan would never come to its completion as we know that is not an easy task in creating and developing a business.



## 1.0 INTRODUCTION

Name of the company : Candela Lounge Sdn Bhd.

Nature of Business : Partnership

Company address : Lot 34.Ground Floor, The Spring, 93350, Kuching, Sarawak.

Date of Business commencement: 1<sup>st</sup> January 2010

Factors in selecting the purpose business:

Now days, people need an entertainment to release tension especially among students and employee who like to karaoke. Karaoke is one way to have a relaxing situation in order to give opportunity to people to know their talent in singing.

Therefore, we come up with an idea by providing a comfortable place for entertainment and suitable for every stage of age. We decide to choose The Spring shopping mall for our purpose business because this area is strategic and it is located near to the Swinburne College, Bangunan Sultan Iskandar, residential area and commercial area. The Spring is located at the centre of city. Also, The Spring is conjunction between south and north of Kuching. Furthermore,

Beside that, The Spring is located near the main road and always be a first choice for the Kuching society to go there and especially for shopping. The Spring is a new shopping and there is no other karaoke center. So, we take this opportunity to start our new business and manage to do well for the business.

In addition, there are no competitors in this area. Our target market is the Swinburne's student and the government staff will go for the entertainment at our karaoke café. In order to promote our business in this country because of The Spring is going famous in Malaysia.



## 1.1 FUTURE PROSPECTS OF THE BUSINESS

- In future we look forward to serve better and to offer a genuine gathering place for all our customers by upgrading our service and image in different ways.
- We also aim to provide a venue for friends, families or business gathering with first class service complemented with food for singing leisure in an affordable charge.
- In future, we strive to achieve the recognition of Candela Lounge stands for Karaoke Room, as well as a reputable brand in karaoke entertainment.
- Candela Lounge would like to enforced its mission as the professional, innovative, safe and hygienic entertainment venue provider in Malaysia.
- We want to be the major karaoke Company in Sarawak.

## 1.2 LOGO DESCRIPTION:



(1) Candela mean :

- We use the word as a symbol of light to our company .

(2)The Colour means :

### **Orange**

- i) We ensure that our product are good and high quality to customer.

### **Black**

- ii) Bring meaning the strength of our group members and have high team work spirit in create strong company to run our business effictively.