



# ENT 300

## ENTREPRENEURSHIP



HAKMILIK  
Perpustakaan  
Universiti Teknologi MARA  
Sabah

**UNIVERSITI TEKNOLOGI MARA**

**NAME OF THE BUSINESS**  
THE HIDDEN TALENT ENTERPRISE

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## Executive Summary

The name of our business is **THE HIDDEN TALENT ENTERPRISE**. Our main objective is all about music. To be more specific we are providing a comfortable jamming studio to perform or rehearsal or record their song or music and to be able to help to commercialize various types of the talent from different perspective of music amongst Sabahan by focusing on jamming services and to help in improving social quality in culture among the teenagers.

Our business premise is located in the most populated area in city which is at Lot 1-2-3A, 1<sup>st</sup> floor, Complex Asia City, 88300 Kota Kinabalu, Sabah. We choose this location because this place is strategic place that can attract our target market. Our target market is middle and upper class of level income. It is include children, teenagers and working people who were interested in music with age ranging from 5 to 60 years old. It is also because of it have a high market potential which is easy to reach by our customers. Although we are realize that Asia City area have too many competitor, but still we believe that our business will manage to compete with all the competitors because we are offering wide range of services. So that, we can increase our sales forecast monthly and gain more profit for our company.

### **Our operation hours will start from 9am – 12am everyday**

The form of our business is partnership. Our partnership consist of members who contributes an amount of RM 7,500 each as an initial own capital and our General Manager has contributed an amount of RM 10,000 (including laptop). So that, our business is built up with a RM40, 000 contribution of capital amount. We also bring our personal assets for the use of the business.



## **1.0 INTRODUCTION**

As we all know, in this coming era of our state development, government really emphasis on the involvement of Bumiputras in business field by introduced many kind of business incentives. The main objective is to make sure that Bumiputras can compete with other non-bumiputras.

Our group had agreed to build up our own partnership business to support the government and to grab the chance. We make this decision after we made some research and observation about the market and opportunities that we can obtain from the business. Our business is registered under the name of “**THE HIDDEN TALENT**”.

**NATURE OF BUSINESS: We are providing a comfortable jamming studio and service.**

**LOCATION OF THE BUSINESS: COMPLEX ASIA CITY, KOTA KINABALU**

**DATE OF BUSINESS COMMENCEMENT: JANUARY 2011**

**FACTORS IN SELECTING THE PROPOSED BUSINESS:**

- Everyone loves music
- Music industry is developing
- Jamming studio is marketable
- There is high demand



## **FUTURE PROSPECTS OF THE BUSINESS :**

- Manage to open branches in every state in Malaysia
- Making our company being well recognized within a short period of time
- To be the most well-known Jamming Studio in Malaysia
- To internationalize our services
- To offer more variety in our services

## **PURPOSE OF BUSINESS:**

This business plan is prepared by The Hidden Talent for the purpose

- Of obtaining working capital loan from Maybank for the amount of RM 58,768.
- As a guideline for managing the proposed venture.
- To prepare as a guideline for the entrepreneur to manage the business much more efficiently.
- To evaluate and estimate the profitability of the business based on its administrative, marketing, operational and financial aspect.
- To assists entrepreneur in distributing sources systematically to avoid wastage.
- To gives the entrepreneur the opportunity to revaluated and progress its strength and weakness.
- This subject, Fundamentals of Entrepreneur (ETR 300) is a partial fulfillment of the course studies for the students.