



اَوْنَبُوْرُ سَيِّتِي تَيْكُوْنُوْ كِي مَبَارَا
UNIVERSITI
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MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT



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BUSINESS NAME:

QYSARA STUDIO

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EXECUTIVE SUMMARY

A business plan serves as a guideline for day-to-day operations. It also improved the distribution of business resources. At the same time, the business plan presents a personal picture of the entrepreneur because it may be used as proof to stakeholders that this business idea can succeed with the entrepreneur's serious commitment. Before establishing a business, it is important to prepare a business plan in order to ensure smooth operations. So, the manager can refer to this document when

The name given for our company is Qysara Studio. Our company provide the best service of photography, videography and editing for any event and purpose. We providing the high quality of picture and video which can meet the satisfactions and expectations towards consumers. The nature of our business is to provide excellent service to everyone who needs a photoshoot, whether it's for a wedding, a birthday, a product launch, or anything else. Our price for each service is different which are photography, Rm130.00, videography, RM200.00 and editing service is Rm150.00. We surely the price that we give is very reasonable which comparable to the great service that we provide to all our customers. Every customer can request their own design or expectations for the video and photo. So, we will give the best video and photo that they want. Qysara Studio is started to operate actively in the market on the middle of the month of 2020 at No. 5, Pusat Komersial Perwira, 73400 Gemas, Negeri Sembilan.

Our goal is not only to make a lot of income every month, but also to provide the best services possible to all customers who need assistance with photography and videography. We also make many design for our editing service so that there are many options that customers can choose for their photo or video. We are enthusiastic to join and participate in this market expansion because we are aware of the business industry's transition in Malaysia. Fortunately, our company is very beneficial to Malaysian citizens because our studio services are not limited to a single race, as Malaysia has a diverse population. As a result, anyone can use our studio services.