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EL - CLASSICO

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of five (5) members which hold important positions in the company such as General Manager also acts as an Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

The Business capital is RM 10,000 where the total contribution of each member is RM 50,000. This company is named El Clasico with a trademark of “Classic Gentleman”. The purpose of this business is that we want to do grooming services that are done professionally by professional barbers where it gives a good quality of groom. Our service is operated from 11am in the morning until 11pm at night. So, customers have plenty of time for customers to schedule their time to go to our barbershop.

El Classico is located in Jalan Susur Larkin Perdana 2, Larkin Perdana, 80350 Johor Bahru, Johor. We chose this place because this is an attractive area which is surrounded by shop lots and close to residential areas. Other than that, this place is one of the favorite places now for people who live in Johor and also a place for tourists that came to Malaysia because it is near Singapore. The services that we provide to our customer is dry cut, which we only cut and style such as middle part, undercut, uppercut, razor cut and pompadour.

In addition, our service is not just a normal service that a common barber would do, but our service includes kindness, skill and the best experience for our customer to get good feedback from our customer. So, with that we may expand our business further and promote our business around Malaysia.

1.0 INTRODUCTION

El - Classico is a business service for barbers. Our business service produces a variation style of haircut for men only to make them look more handsome and macho. Our target customers are teenagers and students in our shop area. It is very strategic because our shop area is near to a university. The value proposition of the business is to give the best treatment for the customer who has a problem with their hair.

The customer relationship of our business is treating customers kind, respectful and friendly which is why we provide excellent service and a relaxing atmosphere. The cost structure is a small loan to cover the starting improvement and equipment purchase and renting to save for a permanent facility later.

1.1 Name of Business

El - Classico is the name of our business. This name of business service was discussed and agreed by all the members in this business. We decided to use this name for our business service because people nowadays are so tired of modern technology that they prefer to go back to classic and old school, the good old days. El - Classico is a name that was inspired by Spanish to emphasize a classic and first-class feeling of our barber shop. Spanish is a beautiful language because it has a clear vowel making the language sound sophisticated and suave, suitable for an old-school and premium barber shop.

1.2 Nature of Business

The nature of our business entity is partnership. Partnership is a formal arrangement by two or more parties but not exceeding 20 persons to manage and operate a business where all partners share liabilities and profit equally. Our business has been registered under the Business Registration Act 1956 (Amendment 1978) with the name of El - Classico. El - Classico was founded to meet the high demand of barbershops in the area of Jalan Susur Larkin Perdana 2. Our business aims to provide the local residents with a sophisticated experience and stylish