



UNIVERSITI TEKNOLOGI MARA SARAWAK

**FACULTY OF BUSINESS MANAGEMENT**

Diploma in Business Studies (BM 111)

Fundamental of Entrepreneurship (ENT 300)

**Business Proposal:**

**Head-2-Toe Healthcare**



Prepared By:

Saidatul Farhana Bt Shukri (2007240068)

Nurhamizah Bt Zainudin (2007211378)

Ramizah Bt Saini (2007250564)

Che Norisalisah Bt Che Iman (2007292554)

Aidi Sufri Bin Kasjoo (2007240066)

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# EXECUTIVE SUMMARY

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Our company name is Head-2-Toe Health Care. The business has been decided on the form of partnership, which consists of five members. Each partner contributes certain amount of capital as agreed in our agreement. Our main business activity is to provide leech and fish spa health therapy. We have decided that our business will operate at P – 11 – G – 1(A), 2(B), 3(B) Chonglin Park, Jalan Tabuan, 93100 Kuching, Sarawak. It will fully operate on 1st January 2011.

All partners are encourage and entitled to participate in all the business management. We have agreed that **Saidatul Farhana Bt Shukri** is the General Manager, **Nurhamizah Bt Zainudin** as well as the Administrative Manager; **Ramizah Bt Saini** will act as our Marketing Manager, while **Che Norisalian Bt Che Iman** will hold the post of Operation Manager, and **Aidi Sufri Bin Kasjoo** had been appointed as our Financial Manager.

The management team will be lead by the **General Manager** and the other manager will help to assist. The General Manager is responsible in controlling, leading, organizing as well as plan the entire business. The **Administrative Manager** is responsible for all jobs relating to office administration. The **Marketing Manager** is responsible in preparing the marketing plan, which includes identifying the target market, determining the market size, identifying the competitors, determining the market share, developing sales forecast and marketing strategies. The operation of our business is controlled and monitored by the **Operation Manager**. Not only that, all workers who work in our shop will be under the supervision of the Operation manager. This is where quality control and productivity will take place in order to improve the efficiency of the workers. Finally, the **Financial Manager** will handle financial matters such as preparing budgets and financial statement for the expenses of each department. All the financial statement need to be taken care properly by our Finance manager.

# ACKNOWLEDGEMENT

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Finally, we would like to express our gratitude to our **beloved family** for always supporting us even though they are not by our side during our study, but we always feel them beside us and give us support that we need. Also thanks to anyone and everyone that have given their contribution to finalize this Business Plan.

# INTRODUCTION

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## **NAME OF THE COMPANY**

We name our company as Head-2-Toe Healthcare. Our company is business which ventures in leech and fish spa which is homegrown, full-service beauty and wellness centre which caters to both sexes. This business has been agreed the form of partnership, which consists of five partners. All partners have agreed to abide to all the terms of the partnership as to contribute some capital according to the allocated shares. Besides that, it proves that the reason why we have chosen partnership as our form of business is due to the fact that we are able to share all profits as well as contribute ideas, knowledge and experience in order for the business to constantly achieve high productivity just as saying goes, "Two heads are better than one". We choose to name our company as Head-2-Toe because our professionally trained therapist will ensure our customers to receive the most pampering of services and remedies from head to toe, using only 100% natural and environmentally friendly products.