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**SYMPHONY MUSIC HOUSE**

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## Table of Contents

Letter of Submission .....	1
Acknowledgement .....	2
1.0 Executive Summary .....	3
1.0.1 Introduction .....	5
1.1 Name of the company .....	5
1.2 Nature of the business .....	5
1.3 Industry profile .....	5
1.4 Location of the business .....	6
1.5 Factors in Selecting The Location .....	9
1.6 Date of Business Commencement .....	9
1.7 Factor in Selecting the Proposed Business .....	9
1.8 Future Prospects of The Business .....	9
1.9 Purpose of Business .....	10
1.10 Company Background .....	12
1.11 Logo of Our Business .....	13
1.12 Partners Background .....	17
1.12.1 General Manager .....	17
1.12.2 Administration Manager .....	18
1.12.3 Marketing Manager .....	19
1.12.4 Operational Manager .....	20
1.12.5 Financial Manager .....	21
1.13 Partners Contribution .....	22
1.14 Letter of Agreement Between Partners .....	23
2.0 Administrative Plan .....	27
2.0.1 Introduction .....	28
2.1 Vision & Mission .....	29
2.2 Objectives & Goals .....	30
2.3 Strategies .....	31
2.4 Organization Chart .....	32
2.5 Manpower Planning .....	33
2.6 Schedule of Staffs and Responsibilities .....	34
2.7 Schedule of Remuneration .....	37
2.8 List of Equipment .....	39
2.9 Administrative Budget .....	40
3.0 Marketing Plan .....	41
3.0.1 Introduction .....	42
3.1 Marketing Objective .....	43
3.2 Service Description .....	44
3.3 Marketing Analysis .....	46
3.4 Target Market .....	47
3.5 Market Size .....	49
3.6 Market Competitors .....	51
3.7 Strengths and Weaknesses .....	52
3.8 Strengths and Weaknesses of Symphony Music House .....	53
3.9 Market Share .....	54



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Once again we would like to thank everyone that helped, support and motivated us either directly or indirectly. Their contribution is the most valuable asset of this small but useful study.





## Executive Summary

After doing extensive research on the business opportunity available in Samarahan area, our group decided to specify our business in Music class. Our group has come up with the business plan of partnership whereby our company's name is Symphony Music House.

In the process of establishing this business plan, all aspects including the four major of business establishment such as administration, marketing, operation, and finance are seriously taken into consideration. Along with the cooperation among the executive in this company, we have planned firmly the operation from the administrative until the financial plan in order to equip our company performance with minimum barriers & greater returns.

The Administration Executive will tell us the administration budget including the chart of the company, remuneration table, job description, and so on. But most of all, our goals and strategies which tell us more about the company will be explain later in this business plan.

The marketing and the operation plan are carefully handled in order to obtain maximum profit. It is important as these are the factors that determine the percentage of profit and the allocation of market share in proving music class which eventually affects both operations and marketing. Besides that, they also show the company's strategies of promotion and the operation process. Further details of this will be shown in the marketing and operation plan.

The finance is all about the company capital, trading profit and their balance sheet as well the company's cash flow. Besides that, it also shows the company profit and loss account.

We genuinely hope that these guideline which was given to us will help us to correct our mistakes and that our Business Plan will be accepted.



## **1.0.1 Introduction**

### **1.1 Name of the company**

The name of our company is "Symphony Music House". The **symphony** word defined as an elaborate musical composition for full orchestra, typically in four movements with at least one in sonata form. We choose the word "Symphony" for our company name because we are more focusing on classical instruments which are often used in orchestra. We also choose the "**Music House**" because we want to create a cozy environment for our student. Thus, house often refer with coziness and relax situation. Hence, "Music House" will create an illusion for cozy atmosphere which make our student at ease and comfortable.

### **1.2 Nature of the business**

Our nature of business is mainly focused towards instructional of music instrument which divided via the level of expertise of a student. Besides that we also provide a final examination for the student in order to get the certificate and next they can proceed to the next grade of the music instrument. The level of expertise will determine on how we will guide our student on learning music instrument.

### **1.3 Industry profile**

In Malaysia, music industry is a rapid growing industry through many exposures all thanks to the media. Many reality programs such as Akademi Fantasia and Malaysian idol exist have established a tremendous development of exposing cultural art especially in the music industry. Society begins to understand and appreciate art in term of the song and music. With much exposures and appreciation from the society, orchestra begins to be considered as a culture.

Thus, in order to fulfill the demand grows of cultural and music lover. Many music performer need to exist to satisfy the societies' cultural hunger. This new phenomena have make a breakthrough for many classical artist such as Maksim who is well known as a pianist and Vanessa Mae as famous violinist. Unconsciously, indeed there is a new market need for supplying classical music artist.