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BEAUTY HAIR SALOON

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EXECUTIVE SUMMARY

Beauty Hair Saloon is full-service hair salon dedicated to consistently providing high customer satisfaction by rendering excellent services, quality products, and furnishing an enjoyable atmosphere at an acceptable price and value relationship. We also maintain a friendly, fair, and creative work environment, which respects diversity, ideas, and hard work.

Our business mission is to supply services and products that enhance our client's physical appearance according to the fabulous and latest hair style to suit our motto which is The Trends Begin Here.

Beauty Hair Saloon offer the clients with wide range of services in one setting as we provide various hair styling services under one roof. We provide hair styling for both men and women includes haircuts and styles, treatment, highlight and colour and also texture and curl. This salon also provides hair cuts for children as well with the different price range.

Our own uniqueness that other salon does not offered is that we provide a separated room for Muslim ladies to use our service comfortably in order to respect their religion overview. We will also assign our female workers to serve them. This unique factor surely will attract all Muslim ladies in Kota Samarahan to use our salon service despite our competitors'.

The location of our salon which is in the Unisquare Centre, Kota Samarahan, providing the excellent accessibility and high-traffic flow that will guarantee maximum visibility and enhanced value to the commercial centre. It is also surrounded by hundreds of new residential homes, making it an attractive and ideal location for businesses.

Besides, we extend our business hours in weekends and open on the public holiday to suit client's free time to come by to our salon. The business hour will be starting at 10.00 a.m until 6.00 p.m. on Tuesday until Friday while on the Saturday and Sunday, starting at 10.00 a.m until 8.00 p.m. Our business will be closing on Monday only.

1.0 Introduction

Business plan is a written document that serves as a blueprint and guide for a proposed business project that one intends to undertake. The information gathered in the business plan is to predict viability, forecast success and propose strategies for the project. It is important to have a business plan that is well thought out and carefully drafted which will guide the entrepreneurs in managing their business effectively.

1.0.1 Name of the business

The name of our business is **BEAUTY HAIR SALOON**.

1.0.2 Nature of the business

The nature of our business is providing hair styling for both men and women includes haircuts and styles, treatment, highlight and colour and also texture and curl. This salon also provides hair cuts for children as well with the different price range.

1.0.3 Industry Profile

Kota Samarahan is experiencing rapid development and growth as Sarawak's centre for higher learning, research and technology. It is home to the various higher educational institutions such as Universiti Malaysia Sarawak (UNIMAS), MARA University of Technology (UiTM) and Tun Abdul Razak Teachers' College amongst others. The continued government development projects and private investment in Kota Samarahan will further boost growth in the area. These factors making this area as an ideal and strategic location for starting new businesses. We also offered the cheapest price with high quality services to compete with our competitors in this area in order to be the most outstanding salon in Unisquare Commercial Centre area.