



اُنِيُوَرْسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Negeri Sembilan
Kampus Seremban

**COLLEGE OF COMPUTING, INFORMATICS AND MEDIA
DIPLOMA IN ACTUARIAL SCIENCE (CS112)**

**BUSINESS PLAN GROUP ASSIGNMENT
THE BARBER ARCADE'S
CS1125A**

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EXECUTIVE SUMMARY

The Barber's Arcade, located at G-21, Komersial Radia, Persiaran Arked, Bukit Jelutong, 40150 Shah Alam, Selangor, is a unique business concept that combines the art of grooming with the excitement of gaming. Our shop provides modern individuals seeking a blend of style, entertainment, and relaxation in one space. By offering top-notch barbershop services alongside gaming entertainment, we aim to redefine leisure and self-care for our target market.

Our mission is to provide a memorable experience where customers can unwind, socialize, and rejuvenate while enjoying exceptional services. Whether it's a fresh haircut, a shave, or an immersive gaming session with friends, The Barber's Arcade offers a seamless blend of functionality and fun.

We target a diverse audience, including teenagers, young adults, and families, who value quality grooming services and enjoy gaming as a form of entertainment. Our prime location in Bukit Jelutong ensures accessibility to our primary market, while our innovative concept sets us apart from competitors in both the grooming and entertainment industries.

The Barber's Arcade is equipped with modern facilities, high-quality grooming tools, and the latest gaming consoles to provide a premium experience. With competitive pricing and excellent customer service, we aim to build a loyal customer base and become a preferred destination for grooming and leisure in the region.

Our marketing strategy leverages social media, local advertising, and word-of-mouth to attract and retain customers. By creating a welcoming environment and consistently exceeding customer expectations, we project substantial growth in both revenue and market presence. Over the next three years, we anticipate steady increases in sales, driven by our commitment to quality and the growing demand for hybrid service offerings.

The Barber's Arcade is not just a business; it's a lifestyle destination where grooming meets gaming, redefining how customers spend their time and elevating their self-care routines.

1.INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

In a world where leisure entertainment and personal grooming collide, a barbershop and gaming establishment provides a distinctive and cutting-edge experience that appeals to contemporary customers. Through this combination, a one-stop shop is created where customers can take advantage of expert grooming services and lose themselves in a cutting-edge gaming environment.

Imagine a place where fashion and entertainment collide: a barbershop with modern, cosy seats for precise haircuts and beard care, combined with a lively gaming lounge with cutting-edge consoles, PCs, and interactive settings. This company seamlessly and captivantly combines two popular cultures, whether it's a quick haircut while gaming or a soothing method to decompress after a night out.

This hybrid idea appeals to people who want a little elegance and entertainment in addition to convenience. The company provides an environment where passion and personal care collide by cultivating a community of gamers and grooming lovers. This business has the ability to revolutionise the conventional barbershop and establish new standards for lifestyle services with the correct combination of talented barbers, top-notch equipment, and a carefully chosen gaming selection.

Business Information Table

Category	Details
Name of the Business	The Barber's Arcade
Nature of the Business	Partnership
Industry Profile	Grooming and Gaming Services: A unique hybrid concept offering high-quality barbershop services alongside gaming console entertainment for relaxation and socializing.
Business Location	G-21, Komersial Radia, Persiaran Arked, Bukit Jelutong, 40150 Shah Alam, Selangor. Strategically located in a vibrant commercial area with significant foot traffic and easy accessibility.
Date of Commencement	1 January 2025
Factors in Selecting the Proposed Business	
i) Service Differentiation	A combination of grooming and gaming under one roof, offering customers a unique experience unavailable elsewhere.
ii) Adaptations to Trends	Capitalizing on the growing demand for experiential services that integrate leisure and lifestyle.
iii) Location	Situated in a premium commercial area surrounded by residential and business communities, ensuring a steady flow of potential customers.
iv) Skill and Expertise	Leveraging professional grooming skills and a deep understanding of the gaming industry to deliver top-notch services.
Future Prospects of the Business	