



ENT 300
GALAXY WEDDING PLANNER

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1.0 Introduction

1.1 Executive Summary

Galaxy Wedding Planner is a company that provides services to customer and consult customer about wedding related; price, packages, location and many more. We provide dowry, wedding dress for bride and attire for groom and also door gifts.

We are located at the heart of Kota Kinabalu, Sabah that is the Suria Sabah shopping mall. We operate on normal business hour that is between 9am-5pm, every day except Sunday. This business is a partnership business that created between the five of us constructing the general manager, operational manager, administration manager, financial manager and marketing manager.

Our specialize includes that we offer low & affordable price to future bride and groom, included in the four packages that we provide namely VIP package, Grande, premium, gold and traditional packages. We also provide consultancy to anyone who wants to plan their own wedding, for instance wedding dress cloth, low price but high quality dowry, door gifts, list of suppliers and more.

We promote our business with brochure, bunting, and business card and aggressively advertise our business during peak period, in October, November, & December, given some example. We also have media to promote our business including radio.

We provide this business plan to see how our business administration and financial will collaborate. It is also for future use if this business is being established.

2.0 ADMINISTRATION PLAN

2.1 INTRODUCTION

Administration department has its own role which is important in order to ensure the goals, vision, mission, and business target are achieved. Business administration plays a major role in dealing with the business management, including business routines to make sure business runs smoothly.

Organization can be defined as a social unit which consists of people performing different tasks in a well organized and systematic in order to maintain good performance. It involves the determination of certain activities that are pooled into relevant structure and then allocated to the appropriate individuals or groups to achieve business objectives. Furthermore, it provides the framework in which cooperation of individuals can be enhanced from time to time so that they can be better than yesterday.

In addition, administration department is also responsible to provide employees with many benefits and take care for their welfare. This can be done by properly managing employee salary, safety, facilities and comfortable workplace environment. At the same time, lead the overall business management and construct administration budget in an effective and efficient way.