



FACULTY OF BUSINESS MANAGEMENT
FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

“BELLE UNISEX HAIR SALON”

PREPARED BY

ACHILLES ELOR @ FRANCIS	2014150177
HERINA BINTI MARASUN	2014150493
ONA MARCIANY JOHNNY	2014173377
OVIEFANNEY BINTI KEMMY	2014334651
SITI SARAH BINTI SIALIM	2014184571

GROUP : BM1115A3
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BELLE UNISEX HAIR SALON

Executive summary

1.0 Introduction

Belle is a unisex hair salon that has located at Jalan Bundusan at Penampang that allows the entire of family to have their hair needs satisfied in one convenient location. Belle will serve women, men and children and accepts appointments as well as walk-ins.

While there are many "quick salons" like Belle, Belle will excel due to its attention to detail regarding customer service. Through unheralded customer attention, Belle will slowly but surely gain market share as it services the entire family, creating long-term relationships. Lastly Belle location will allow it to attract a lot of walk in traffic.

People around Sabah have decided to use our services when they want to fulfil their hair need, for example to have their hair cut or to make over their appearance through different hair style. Belle has fore seen this opportunity to provide the finest and highest quality of haircut and styling to all people, despite their age or gender. This has shown that Belle has the calibre to be one of the most successful hair salons in Malaysia.

We, Belle, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed to take care of their hair, as the hair reflects their personality, and to make them feel more confidence and comfortable. Belle sees this as a way to prosper in this market, by taking advantage of all these people's need.

2.0 Purpose

This business plan is prepared because to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so that Belle will get the financing it needs in order to start its business. To start up the business, belle will start with RM100, 000 as our capital and it will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 20,000 each.

The financing will be used to purchase start-up assets like salon equipment's, furniture and fittings, store front and artwork, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. Belle has all the ingredients to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

Belle will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. Belle is completely confident that it will be able to pay the loan back including the interest payment in the loan given.