



UNIVERSITI TEKNOLOGI MARA (UTM)  
SABAH

ENT 300  
FUNDAMENTAL OF ENTREPRENEUSHIP

BUSINESS PLAN

NAIL ART SHOP

PREPARED BY:

ZURAIDEI BIN YUSUF

2011295926

NOOR HAFIZAH BINTI ZUBAIDI

2011886294

IVY OLIVIA AMBROH

2011843732

NADIRAH BINTI ALFIAN

2011221822

EVILONA BINTI MAKADE

2011258748

PREPARE FOR:  
MR CYRIL SUPAIN





AKNOWLEDGEMENT

First and foremost, we are grateful to Allah AWT, the most compassionate and most merciful with blessing we are able to complete this business plan. We also want to congratulate all the members for the commitment in completing this proposal on time. Special thanks to our families and friends for their helped in terms of emotional support, assets, providing ideas and financial support.

We also would like to thanks to our lecturer for this course which is ENT 300, Mr. Cyril Christopher Supain for the guidance and assistance to us in completing this business plan. He had been really helpful by constantly making follow-up on our progress and encouraging us to do the best.

We are confident and believe that this business can be implemented and progress in the future with the help of a relevant person to complete the work. As an entrepreneur, we can see further and identify what it takes to become a successful entrepreneur. Thinking like an entrepreneur has ignited the creativity and innovation inside all of us. By completing this business plan, we have learned how to prepare business plan and this knowledge can be applied in the future

Sincerely,

NAIL ART shop

**TABLE OF CONTENT**

<b>CONTENT</b>	<b>PAGE</b>
<b>SUBMISSION LETTER</b>	
<b>AKNOWLEDGEMENT</b>	<b>1</b>
<b>1.0 INTRODUCTION</b>	<b>5</b>
1.1 PURPOSE OF BUSINESS PLAN	<b>6</b>
1.1.1 Vision and mission	<b>7</b>
1.1.2 Objectives	<b>7</b>
1.1.3 Business logo and description	<b>8</b>
1.1.4 Business background	<b>9</b>
1.1.5 Business location	<b>10 – 19</b>
1.1.6 Background of partners	<b>20 – 24</b>
1.1.7 Partnerships terms of agreement	<b>25 – 30</b>
<b>2.0 ADMINISTRATION PLAN</b>	<b>31</b>
2.1 Introduction	<b>32</b>
2.2 Vision, mission and objectives	<b>33 – 34</b>
2.3 Organizational chart	<b>35</b>
2.4 Administration personnel	<b>36</b>
2.5 Schedule task and responsibility	<b>37</b>
2.6 Schedule of remuneration	<b>38 – 41</b>
2.7 Employee intensive scheme	<b>42 – 43</b>
2.8 List office equipment and furniture	<b>44 - 45</b>
2.9 Administration budget	<b>46 – 47</b>
2.10 Layout	<b>48</b>
<b>3.0 MARKETING PLAN</b>	<b>49</b>
3.1 Introduction	<b>50</b>
3.2 Marketing objective	<b>50</b>
3.3 Marketing process	<b>51</b>



3.4 Services and products	52
3.5 Target market	52
3.6 Market size	53
3.7 Competitors analysis	53
3.8 Market share	54 - 55
3.9 Sales forecast	56
3.10 Sales forecast analysis	57
3.11 Marketing strategy	58
3.11.1 Product strategy	58
3.11.2 Pricing strategy	58
3.11.3 Distribution strategy	59
3.11.4 Promotion strategy	59
3.11.4.1 Business card	60
3.11.4.2 Flyers and brochures	60 - 61
3.11.4.3 Billboard	62
3.11.4.4 Sign board	62
3.11.4.5 Banner	63
3.11.4.6 Social network	63
3.11.4.7 Future planning	64 - 65
3.11.4.8 Marketing budget	66
<b>4.0 OPERATIONAL PLAN</b>	<b>67</b>
4.1 Introduction to operational plan	68
4.2 List of workers	69
4.3 Task and responsibility	70
4.4 Operational objectives	71
4.5 Operational strategy	72
4.6 Process planning	73 - 92
4.7 Operation hours	93
4.8 Direct labor schedule	94

## 1.0 INTRODUCTION

The name of our business is NAIL ART shop. We purposely choose 'nail art' as the name of our business because it is suitable to our main activity of this project. Our main activity for this project is selling all products of nail coat and tools. We also provide coating service for customer who wanted to make a coating design on their nail. In addition, we also provide manicure and pedicure service for customer.

Our business will be located at 1Borneo Hyper mall Jalan Sulaman. We choose this place because we found that this place is very strategic area for developing our business. This place is located near the popular university in Sabah which is University Malaysia Sabah and University Technology MARA Sabah that placed around Sepanggar. Other than that, there are also housing place in area between Sepanggar and Kuala Menggatal such as University Apartment 1 and 2, University Prime Condominium, Kingfisher and many more.

Our target market is students, lecturers, staff of university, workers in 1Borneo Hyper Mall, teenagers and also the people who live around the area of Kuala Menggatal, Sepanggar and also city of Kota Kinabalu. Our goal is to attract many people with needs and demand for nail coat product to come to our shop.

Nail Art shop will be expected to operate on 1<sup>st</sup> Jan 2015. We choose this date because we want to discover more about this opportunity.