



UNIVERSITI TEKNOLOGI MARA  
SABAH

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

"DE' AMICITIA HAIR SALOON"

PREPARED BY:

JUNAIDAH BINTI ANJAM

2014363507

HIARA OCTOVIA VICTOR

2013370327

ISACHAR SUWIM

2015894002

PREPARED FOR:

MR. MOHAMMAD FIRDAUS BIN MOHAMAD



## The content

	ACKNOWLEDGEMENT.....	1
1.0	INTRODUCTION.....	2
1.1	Executive summary.....	3
1.2	Purpose.....	4
1.3	Company background.....	5
1.4	Company logo .....	6
1.5	Partner background.....	7-10
1.6	Partnership agreement.....	11-14
2.0	ADMINISTRATION PLAN.....	15
2.1	Introduction.....	16
2.2	Organization chart.....	17
2.3	Mission, vision, motto.....	18
2.4	Business location.....	19
2.5	Layout administration.....	20
2.6	Schedule of task and responsibility.....	21-22
2.7	Number of personal.....	23
2.8	Schedule of remuneration.....	24-25
2.9	Office furniture and fitting.....	26
2.10	Administration budget.....	27
3.0	MARKETING PLAN.....	28
3.1	Marketing, profit, pricing and product.....	29-31
3.2	Services description.....	32-33
3.3	Target market.....	34-35

3.4	Market size.....	36-37
3.5	Market share.....	38-43
3.6	Sales forecast.....	44-45
3.7	Marketing strategic.....	46-47
3.8	Marketing budget.....	48
4.0	OPERATIONAL PLAN.....	49
4.1	Operational objective.....	50
4.2	Flow chart.....	51
4.3	Operational layout.....	52
4.4	Services planning.....	53
4.5	Material planning.....	54
	Material planning.....	55
	Machine and equipment planning.....	56
	Overhead operation.....	57
	Location.....	58
	Manpower planning.....	59
	Business and operation hours.....	60
	License, permits and regulation.....	61
4.6	Operational budget.....	62
4.7	Project implementing schedule.....	63
5.0	FINANCIAL PLAN.....	64-81



# **ACKNOWLEDGEMENT**

## **BISMILLAHHIRRAHMANNIRRAHIM**

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT 300 subject. We the group partner are accepting this as a challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other different way, to be a guideline to encourage our effort for becoming an educative and succeed business people.

Secondly, we would like to thank to our beloved lecturers, Sir Mohammad Firdaus bin Mohamad for giving us moral support and being so helpful in completing this business proposal and being so pleasant towards us.

Thirdly, we would like to thank to our parents for being very supportive in vary way. We also would like to thank our classmate from BM1175A1 for being cooperated and honestly giving and sharing ideas among classmates which lead us to a better friendship and become an excellent class among all. Not forget to, thanks to our roommates for being very helpful, kind and, supportive whenever we feel down and blue.

Last but not least, we would like to thank to our group partner which are Junaidah Binti Anjam, Hiara Octovia Victor and Isachar Suwim for being so tough and tolerant until we could overcome every hurdles that coming towards us in any way. Thank you.

## EXECUTIVE SUMMARY

*De' Amicitia Hair Saloon* is a change in the era of hairdressing services and scalp treatment business today. This business even though it has just started operating this store is able to earn profits and be able to compete with other business.

*De' Amicitia Hair Saloon* offers professional services such as hair styling and curly hair treatments that present a wide range of fashion hairs today. In addition, the saloon is doing a bit difference by offering promotions by distributing brochures and advertising other services. Next, provide a special place for women who are veiled and offer affordable prices while providing the best services according to customer's taste.

This service is gaining momentum from today's society to all levels of society regardless of young people or adult's people who want the trend of the syndicate. The cost of opening this business is estimated at Rm60, 000.00 with the size of a fairly spacious store to provide comfort and become a customer's attraction with the services provided.

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