



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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DIPLOMA IN TOURISM MANAGEMENT (HM111)**

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT

BUSINESS NAME: GLIMPSE SELF-PHOTO STUDIO

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1.0 EXECUTIVE SUMMARY

Glimpse Self-Photo Studio is a partnership business located in Kota Kinabalu, Sabah, offering self-photo studio sessions, printed and digital photos, and instant photo printing services. The business aims to provide a fun, creative, and high-quality photography experience for customers in a comfortable and private environment.

The business targets young adults, families, couples, tourists, and working professionals, driven by the growing demand for self-photo studios and the influence of social media. To attract customers, Glimpse Self-Photo Studio offers affordable packages, themed backgrounds, props, student discounts, and online booking services.

The business is managed by five partners responsible for administration, marketing, operations, finance, and overall management. With professional equipment, effective marketing strategies, and efficient operations, the business is expected to achieve steady growth. Based on the financial projection, Glimpse Self-Photo Studio is forecasted to generate RM396,800 in sales during its first year, demonstrating strong potential for long-term success in the photography industry.

2.0 INTRODUCTION TO THE BUSINESS



Name of Business	: Glimpse self-photo studio
Nature of Business	: Operating in the photography and creative industry
Legal Form of Business	: Partnership
Justification for Starting the Business	: Glimpse photo-studio was made to meet the growing trend for self-photography experience, especially for gen z people, students and wedding places for capturing memorable moments and sharing them on social media such as tiktok and instagram.

Purpose of Preparing the Business Plan:

1. Growing trend for self-photo studios among gen z
2. Increasing influence of social media such as Tiktok and Instagram
3. High opportunity to offer high quality photography services

3.0 ADMINISTRATIVE PLAN

3.1 Mission, vision, objectives

MISSION: To provide high-quality photography services in a friendly and professional environment, helping customers preserve their special moments through beautiful and memorable photographs.

VISION: To become a leading self-photo studio known for capturing life's most memorable moments with creativity and excellence.

OBJECTIVES:

1. To provide high-quality photography services at affordable prices.
2. To ensure customer satisfaction through professional and friendly services.
3. To increase the number of customers and build a strong reputation in the photography industry.