



UNIVERSITI TEKNOLOGI MARA SARAWAK

DA'HOM HOUSE OF BEAUTY

PREPARED BY:

HASRINA BT HASSAN	2008294534
OCTAVIA EMANG	2008294536
MARIA AK SUMPING	2008294506
DIANA LAYAH AK TAMIN	2008294496
ANWAR FIKRI BIN HASSAN	2008294554

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1.0 INTRODUCTION TO BUSINESS PLAN

A business plan is any plan that works for the business to look ahead, allocated research, focus on the key points and prepare the problems and the opportunities. A business plan also needs to include the start up plan. Start up plan including the summary, mission statement, key to success, market analysis and break even analysis. This kind of plan is good for deciding whether or not to proceed with the plan to test if there is a business worth pursuing but it is not enough to run a business with. Besides that business plan also the yardstick by which business owner measure success in meeting stated goals and objectives.

We decided to have our company with DA'HOM. Our business is focusing on proving our customers with a good service of beautician and health care based on their needs and lifestyle. Our DA'HOM will make our customers dreams come true by providing them with our “ five star” service by making them look beautiful and healthier ways of life so that they will never feel despaired with their own appearance and health.

We open up our DA'HOM in Mukah Sarawak because based on our survey, there still no any company that provides service like DA'HOM. We think that we must fulfilled this opportunity to open up this type of business and must willing to take all the risk. People always want to buy good service for them but the problem will appear after they had bought everything because they will find out that all the services that they purchased are not suitable or needed to them without proper advice by the proper beautician consultant. Therefore, DA'HOM is here to fix this type of problems by giving the customer variety of choice, tips and advice by our own consultant. And we promise that they will be 100% satisfied with our services.



9.0 ADMINISTRATIVE PLAN

9.1 Introduction To The Organisation

DA'HOM - House Of Beauty provide the services include the beauty care and health care to every one. We know that, now every one like to look beautiful and want to have a good health in their life, that why they are willing to pay more to look beautiful. For the purpose of that, DA'HOM take the advantage from it with provide the Home Of Beauty and try to meet the customer demand in order to fulfill customer want and needs.

DA'HOM try to come out with the good administration plan. According to Oxford Advance Learner's dictionary, administration means the running of business or the action of giving out or applying something. Administration also means activities that are done in order to plan, organize and run a business or institutions. Therefore, administration is important to running or operate a particular business due to the successful of the business. This is because to ensure the business can run effectively and smoothly through administration plan.

The purpose of administration is to plan all activities associated with the business and try to achieve business vision, mission and objectives. Administration responsiveness to complete task and responsibility according to schedule and plan. Besides that, administration also is to ensure company produces excellent and have good quality of output.