

**UNIVERSITI TEKNOLOGI MARA
PULAU PINANG**

**ENT300
Fundamentals of Entrepreneurship**

ART BRUT MUSIC STUDIO

PREPARED BY:

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JAN 2010

LETTER OF SUBMISSION

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MR. ABDUL RAZAK BIN SHARIFF

MARCH 2009

Lecturer of ETR 300,
Universiti Teknologi Mara (UiTM),
Pulau Pinang Branch,
13500 Permatang Pauh,
Pulau Pinang.

Dear Sir,

Submission of Business Plan Report

With reference to the above, we are from ART BRUT Music Studio Enterprise would like to submit and present our Business Plan Proposal.

2. This proposal includes all the aspects of venturing new business. Those are administrative plan, marketing plan, operational plan and financial plan.

3. We would like to express our thankful for your kindness, guidance, advices and co-operation which have been rendered to us in preparing this proposal. Thank You.

Yours Sincerely,

.....
AHMAD MUSAHIMI BIN AHMAD TARMIZI

General and Administration Manager

ART BRUT Music Studio Enterprise

s.p.

MOHAMAD IZZUDDIN BIN MOHAMAD KAMIL (Financial Manager)

TENGGU AHMAD FAIZAL BIN TENGGU MAJID (Marketing Officer)

MOHD AMIRUL BIN MOHD SAID (Operation Manager)

PREFACE

First of all, we would like to express our fully gratitude to Allah, for His Kindness, His Graciousness and His Blessings for giving us the patience and efforts while doing this project.

A special thank to our beloved lecturer, En. Baderisang Bin Mohamed, for giving us encourages, opinions and supports in order to complete this business plan report thoroughly. Moreover by his guidance, we are able to avoid any mistakes and do the corrections in finishing the whole reports. Thanks once again for him.

We also would like to thanks to brother Helmi, the Helmi Cobra Studio owner, for his co-operations and supports while we did the project researches. Thanks for your time and troublesome in guiding us.

Last but not least we would like to thank each and everyone who helped us directly and indirectly in completing the project and preparing this final report. We hope that this project is gratified and give pleasure to everybody.

EXECUTIVE SUMMARY

The ART BRUT Music Studio Enterprise is a company which fully owned by Bumiputera, provide services of jamming session, song recording, music lesson and musical instrument rental to the customers around in Pulau Pinang, Kulim and Sungai Petani. This company is located at 485, Lorong Perda Utama 9, Bandar Perda, 14000 Bukit Mertajam, Pulau Pinang. It has its own opportunity to exist in music based business industry, where there are not many such businesses existed in Pulau Pinang. This advantage would lead the company growth well with strong base to stand and will animate the local music industry.

ART BRUT Music Studio is under partnership business form. It was participated by four members, which are Mr. Ahmad Musahimi Bin Ahmad Tarnizi as General and Administration Manager, Tengku Ahmad Faizal bin Tengku Majid as Marketing Manager, Mr. Mohamad Izzussin bin Mohamad Kamil as Financial Manager, and last but not least Mr. Mohd Amirul bin Mohd Said as Operation Manager. The company capital is RM175,000.00. Three of the partners contributed equally, RM 35,000.00 and Mr. Ahmad Musahimi bin Ahmad Tarnizi contributed RM70,000.00.

Based from the survey which had been conducted, it was found out that the company location is strategic because of there is not many such business in Bandar Perda while the customers demand is quite high. Compare to another competitors those have already located in there, they're only provide jamming session service neither song recording nor instrument rental. To fulfil the customers need, our company had provided extra services instead jamming session as an advantage. The business concept is family entertainment centre and targeting customers is not limited.