



اَوْنَبُوْ سَيِّتِيْ تَيَكُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN PUBLIC ADMINISTRATION AND POLICY STUDIES

ENT300

D'LOVE BEAUTY SPA

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SUBMISSION LETTER

ENT300 students,
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Miss Noraini Binti Sa'ait

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15 MARCH 2014

Madam,

RE: Submission of Business Plan

As a representative of our company, **"D'Love Beauty Spa Sdn Bhd"** would like to submit our business plan for your evaluation and further action. We are very grateful for the generous amount of motivation and support not to mention guidance given which has indeed paved us the way and anchored us towards our aims and goal when preparing and finally completing the business plan on time and as scheduled.

2. For all five of us, ENT300 (Fundamentals of Entrepreneurship) has given us a clear picture on the fundamentals of starting a business. Along the way, we gathered many ideas, which we personally felt, would have done much use and benefit to us if ever **"D'Love Beauty Spa"** became a reality. We highly compute that it is not all that easy to become an entrepreneur, what more a successful entrepreneur. It takes diligence and innovativeness in

ACKNOWLEDGEMENT

بسم الله الرحمن الرحيم

We're grateful to Allah the almighty, generous and merciful because his grace, this business project of **"D'Love Beauty Spa Sdn Bhd"** can be completed.

Our first thanks would go to our knowledgeable lecturer, Miss Noraini Binti Sa'ait as our advisor for this project paper who has guided, nurtured and give us full support throughout this project paper. We hope that she will be more prosperous in all her undertakings and wish her and her family good health.

A big gratitude and special thanks to our friends that willing to share their brilliant ideas in helping us to completed our business project. We will pray to Allah to bless all the individuals that involved in completing our D'Love Beauty Spa Sdn Bhd business project.

Last but not least, we would also thank to whoever helping us during the completion of our business plan for example, to lecturers in UiTM Sarawak who give us information about population of students and staff in UiTM.

In conclusion, without their guide and support, we will have a hard time to complete this business plan. All this information shares and helping each other can spread our knowledge also strengthen the bond among us. Again, we would like to say thank you to everyone and may god bless all of us.

Thank You.

Best Regards,

Fatma Zawani Binti Abdul Hai

General Manager of D'Love Beauty Spa

EXECUTIVE SUMMARY

We named our business as "D'Love Beauty Spa" where we provided beauty centre for the customers. Our beauty centre use different concept of service compared to other beauty centre which make us really unique. The customer will be serviced using the same concept as combination of modern and traditional, which are they will be charged by the spa packages. We also collaborate with Majlis Agama Islam Sarawak (MAIS) to get our halal certificate.

Our priority is to serve the best and excellent service and communication to our customer in term of quality and performance expectation. Also not forgot the services our beauty centre will give a discount to our regular customer. Our employee will be professionally train to serve their customers to the fullest satisfaction.

We are divided into five main managers. First, general manager will do all the early stages of planning. Second, Administration manager will control the activities to achieve these plans. Third, marketing manager who in charge in marketing strategy. Fourth, operation manager who will give an order and manage all matters regarding on operation planning and working duty. Lastly, financial manager that responsible to ensure the flow of money to be record accurately.

We ventured this business because we want to be the first entrepreneur that serves the beauty centre by using the modern and traditional concept in term of service. Our business is long term because of highest population in Kota Samarahan and the less competitors in that market size. In fact, the beauty centre is a well-known service in Malaysia and suitable for all gender and make us ventured this type of business. Thus, we strongly believe that our business will success as we serve various type of package for our beauty centre and our business will separate throughout the world.

5.0 INTRIDUCTION TO BUSINESS PLAN

Name of company :

We named our business as "D'Love Beauty Spa" where this name has been decided after series of discussion between us." D'Love" sentence represent that our spa main focus is about serving our customers with love and care. Love is patient; love is kind; love is not envious or boastful or arrogant or rude. It does not insist on its own way; it is not irritable or resentful; it does not rejoice in wrongdoing, but rejoices in the truth. It bears all things, believes all things, hopes all things, and endures all things. "Beauty" sentence means that we are concern with the beauty care of our customers, ensuring that when they using our services with a full of satisfaction and fulfil their expectation and requirement.

Nature of business :

The nature of business that we ventures was a beauty spa. We give a various type of package for instance 7 kinds of flower bath, body scrubs, hot sauna, body massage for women only, nail treatment and skin treatment. Moreover, our business also to fulfill our customer needs of Halal services and products that has been use by us for the treatment especially to Muslim people. Our businesses use the combination of modern and traditional concept.

Purpose of business plan :

Purpose of our Beauty Spa business plan is to introduce the people about the beauty care of their body and at the same time we are promoting our concerning about their body and skin care.

Besides that, we will help those people who have the problem with their skin and make sure that they will satisfy with the treatment that we make.

This business plan also prepared for the purpose of obtaining working capital loan from CIMB Bank for the amount of RM 12, 736. Other than that, this business plan is prepared as a guideline for managing the proposed of business venture.