



UNIVERSITI TEKNOLOGI MARA

FACULTY OF CIVIL ENGINEERING

(EC110)

DIPLOMA IN CIVIL ENGINEERING

(2A)

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)

BUSINESS PROPOSAL (ESCAPE FROM REALITY SPA)

PREPARED BY:

NOMBOR PELAJAR

2014966125
2014558831
2014166953
2014758583
2014347383

NAMA PELAJAR

SOFEA JINAB ANAK JUTY
SENORITHA SENDIE ANAK ISMAIL
JENIE JENAH ANAK TANJONG
DECOLINE DELONE ANAK JOHNNY
SANDRA BINTI PETER

PREPARED FOR MISS PHILOMINA FRANCIS

Surat Kami : 100-UiTMKS (HEA. 30/7)(396)
Tarikh : 18 Jun 2015

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

<u>BIL.</u>	<u>NO. PELAJAR</u>	<u>NAMA PELAJAR</u>
1.	2014166953	JENIE JENAH AK TANJONG
2.	2014966125	SOFEA JINAB ANAK JUTY
3.	2014758583	DECOLINE DELONE ANAK JOHNNY
4.	2014347383	SANDRA BINTI PETER
5.	2014558831	SENRITHA SENDIE ANAK ISMAIL

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Kejuruteraan Awam** untuk membuat satu kertas projek bagi kursus **ENT300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek **Cik Philomina Francis** di talian **(082-677718)** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar

BAIZURA BINTI IBRAHIM
Pegawai Eksekutif
Bahagian Hal Ehwal Akademik
bp Rektor

/Fs

Table of Contents

ACKNOWLEDGEMENT.....4

 1.0 INTRODUCTION.....7

 2.0 NAME OF THE BUSINESS.....8

2.1 NATURE OF THE BUSINESS.....9

 2.2 INDUSTRY PROFILE.....9

 2.3 FACTORS IN SELECTING THE PROPOSED BUSINESS.....10

 2.4 FUTURE PROSPECTS OF BUSINESS.....13

 2.5 DATE OF COMENCEMENT.....13

 2.6 LOGO OF THE COMPANY.....14

3.0 COMPANY BACKGROUND.....15

 3.1 PARTNERS CONTRIBUTIONS.....16

 3.2 LOCATION OF THE BUSINESS.....17

 3.3 MISSION.....18

 3.4 VISION.....18

 3.5 OBJECTIVES.....18

 3.6 AGREEMENT.....19

 3.7 SHAREHOLDERS DETAILS.....21

4.0 MARKETING INTRODUCTION.....27

 4.1 OBJECTIVES.....28

 4.2 PRODUCT AND SERVICES DESCRIPTION.....28

 4.3 TARGET MARKET.....30

 4.4 MARKET SIZE.....31

 4.5 MARKET SHARE BEFORE ENTER.....32

 4.6 AFTER ENTER MARKET SHARE.....33

 4.7 SALESFORECAST FOR JANUARY – DECEMBER 2015.....34

 4.8 MARKETING STRATEGIES 4P’S37

ACKNOWLEDGEMENT

First at all, we would like to thanks to God , the Almighty for allowing us to complete our business plan successfully even though there are few obstacles that we have to face. And because of His grace, this business project Pedicure and Manicure 'Escape Reality' Spa can be completed.

We would also like to express our gratitude to our Fundamentals Entrepreneurship (ENT 300) subject lecturer, Miss Philomina Francis for her guidance and encouragement in helping us along our hard work in completing this business plan.

We also want to dedicate this acknowledgement for the valuable support from our families, fellow colleagues, course mates and others. Thank you for the assistance, information, advices and anything given to us during the making of this proposal. Not only that, a big applause is deserved to be given to all the group members as their commitment, spirits and great co-operation they shows while completing the tasks.

We realized that this project was made and designed for the good purpose. We are not just collecting information but we also get a valuable experience and knowledge about this establishment , management and the nature of small medium sized business. The information we have assembled and collected all this while and all such that we present in this business plan is truly the outcome of the true determination and hard work of the team.

Lastly ,we would like to take this opportunity to thank each individual who was helped us, either directly or indirectly. Their contribution had reduced our burdened towards preparing this proposal. We managed to get through every obstacle during preparation of this business plan.

1.0 INTRODUCTION

The business plan of Escape Reality Pedicure and Manicure nails Spa is proposed so that it can be taken by comprehensive manner. This business plan gives us the opportunity to asses on business world which is it will be one of the main attractive in Kota Samarahan, Kuching after this business being operate. We decided to form partnership business which is we can spend our interest in Nails Spa industry.

The business is in form of enterprise which consists of five shareholders in our own field, nature of job. All of the shareholders has agreed as stated in the agreement letter that the amount of capital, profit and loss will be divided as stated ratio. By doing partnership business with all experienced managers, we are able to compete with other competitor and we are able to be creative for our customers. Besides that, we want to be more focus on upgrading our own service into the next level which can brings a lot of profit to us. All shareholders has agreed as stated in the agreement letter that mentioned about the capital, contribution, loss and profit of the business. We chose this business because it shows equality and no one will discriminated as the profit or losses are equally divided as stated ratio and the financial manager will announce whether the business ill gain how much profit or loss by the end of year sales. Our main goal is to build a good relationship with our customers to take their heart so that they will love to come to our shop again and again.

Furthermore, the partnership is an excellent option for us to take part in because the shareholders will always sharing the ideas and knowledge in order to gain profit and achieve high productive from time to time. Besides that, our customers satisfaction is our priority. In this business, we believe that commitment, dedication, hard work, efficiency and innovation will helps us in achieving the objectives of this company. We want to let our customers knows that clean nails is a must in order to have a healthy lifestyle.