



UNIVERSITI TEKNOLOGI MARA (UiTM) KOTA SAMARAHAN 2

FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING (EC110)

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN:

HERMOSA SPA

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SUBMISSION LETTER

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21st September 2015

Miss,

SUBMISSION OF BUSINESS PLAN

Referring to the subject above, on behalf of my group members, I, Wilbur Anak Augustine as the General Manager of Hermosa Spa submit our business plan on the date as planned.

2. This report consists of all the details, examples and documents regarding our business plan. It includes our business profile, organizational plan, administration plan, marketing plan, operational plan and financial plan plus the information which related to the business plan.

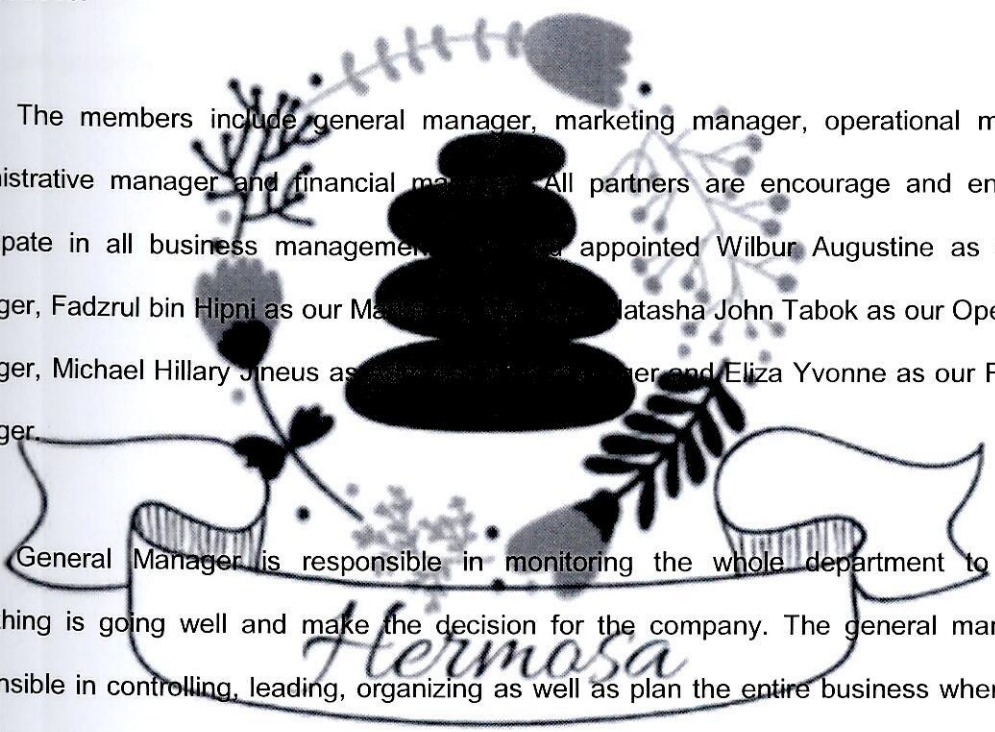
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EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Matang Jaya area, our group decided to specify our business. Our group has come up with the business plan of partnership, known as HERMOSA SPA. The business has been decided on the form of five partnerships. Each partner has contributes certain amount of capital as agreed in our agreement. We will open our spa at The Hub@Matang Jaya and hopefully will open by 1st August 2016.

The members include general manager, marketing manager, operational manager, administrative manager and financial manager. All partners are encourage and entitled to participate in all business management. We have appointed Wilbur Augustine as General Manager, Fadzrul bin Hipni as our Marketing Manager, Natasha John Tabok as our Operational Manager, Michael Hillary Jineus as administrative manager and Eliza Yvonne as our Financial Manager.



General Manager is responsible in monitoring the whole department to ensure everything is going well and make the decision for the company. The general manager is responsible in controlling, leading, organizing as well as plan the entire business whereas the Marketing Manager is responsible in creating the marketing plan. Other than creating the marketing plan, he also responsible to identify the target market, competitors, size of the market trend and to forecast the future of the project.

1.0 GENERAL PLAN

Having a business plan is essential in starting a business where it serves as a blueprint and guide for a proposed business project that one intends to undertake. The information gathered regarding the project is used in the business plan to propose strategies, predict viability and forecast success for the project.

1.1 Introduction to Business Plan

HERMOSA is a company that gives a spa service treatment. The purpose of this service is to primarily give a relax treatment for our customers. Spa service treatment is subject to many conditions which vary from one country to another and from one company to another.

We do realize this would not be an easy task. There must be a lot of patience and full hearted determination. To ensure that this business achieve its goal, we have done an intense research before we start the business. After few discussions, we have decided to set up a partnership company – HERMOSA Company. Our major focus is to service treatment a comfortable, save and quality to the customers. We are very optimistic that this business will gain a large profit.

In order to make this business plan running smoothly we must have an efficient and complete method of management in an administration of business. All partners must involve in this strategic management. The most important thing that we must take care is efficiency in the management to make sure our objective will be achieved and we have to put effort in preparing this business proposal. Marketing production and financial aspect must be considered in business which consist a complete team of management that planning, organizing, leading and controlling. All these aspect is important in achieving our goals.