



UNIVERSITI TEKNOLOGI MARA SARAWAK

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

ETR300 : FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

A'ROMA SPA

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TABLE OF CONTENT

Title:	Page:
Submission Letter	1-2
Acknowledgement	3
Executive Summary	4
Introduction	5
• Introduction to Business Plan	6
• Name of The Company	6
• Nature of Business	7
• Purpose of Business Plan	8
• Business Location	9
• Company Logo & Description	10
• Agreement Letter	11-13
• Loan Application	14-15
• Business and Partners Background	16-21
Marketing Plan	22
• Introduction to Marketing Plan	23
• Product & Services Description	24-27
• Target Market	28-29
• Market Size	30
• Main Competitor	31
• Market Share	32-33
• Sales Forecast	34-35
• Marketing Strategy	36-39
• Marketing Budget	39

SUBMISSION LETTER

ETR 300 Students,

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27th September 2010

Miss,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company **A'ROMA Spa Sdn. Bhd.**, I would like to submit our business plan for your valuation and further action. We are very grateful for all the support and advice that have been given by you in order to accomplish this business plan and in the same time attach us toward goals and objective of the preparation of this business plan until us finally completing according to time given respectively.

EXECUTIVE SUMMARY

The name of our company is Aroma Spa. The business is form of enterprise which is consist of five members which playing their roles in this company. Each member contributes certain amount of capital as agreed in agreement later before these businesses have been established. The main activity of this business is spa service which provides a waiting area for customer to get the service from us. The concept of our spa is a combination of modern and traditional element in ensuring our customer will get best service from us. On the other hand, the concept of our spa is suitable for people who live in city area whose want the different atmosphere and try to avoid the busy situation in city and also try to find best place to get the treatment from aspect massages, facial treatment and so on. Our business operation will be open every day is at 2pm until 10pm.

In our business there are no sleeping partners and all entities participate in this business and playing their own role. We agreed that Mohamad Fahmi is a General Manager, Mohd Erna Syuqma is Operating Manager, Faizah Mazlan Tajuddin is Financial Manager, Mohd Nurhafizi is Marketing Manager and Nuraiman Omar is Administration Manager. The selection of these managers is based on qualification, experience, ability and skill among the partnership.

The management team in this business will be lead by general manager and assist by other manager. The General Manager will responsible in planning, leading, controlling, and leading in this business. The Administration Manager for the job that related with administration process such as planning and arranging the remuneration schedule of salary and wedges'. The Operation Manager responsible in job that related with the operation process and will supervise and coordinates the operation of the business that has been established .The Marketing Manager will be responsible in the matter that related with marketing such as created the marketing plan identify the customers need and demand . Identifying competitor, target market size and forecast the future market. The financial manager playing a role in financial managers such as business financial position, preparing budget and financial statement and expenses for each department and controlling the flow of money in this organization.

1.0 INTRODUCTION TO BUSINESS PLAN

1.1 Introduction

A'ROMA Spa is a partnership business in form of enterprise which consists of five shareholders. All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had chosen this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time. We offer a great deal of Spa service experience and also a waiting area.

1.2 Name of the Company

The name of the company is A'ROMA Spa. We had chosen this name because of this name has shown our concept of spa which has a combination between modern and traditional element in our spa. In our spa we want ensure that the customer will feel our unique aroma in our spa which different than the other spa. On the other hand, our customer also will get good service in our spa with full of aroma which will give good atmosphere for customer who come in our spa and it also have waiting area which are neat and comfortable.