



Universiti Teknologi MARA
Faculty of Business Management

Diploma in Business Studies
(BM111)

Fundamental of Entrepreneurship
(ENT300)

Business Plan
“ D.I.Y. Studio “

Prepared by :

Raihan Nuhaleeqa binti Samson	2013807336
Nur Hazida binti Mohd Azmi @ Jimmy	2013404358
Rafika binti Mahdi	2013892336
Norbainah binti Abdul Raup	2013874464
Nur Farhanah binti Turahim	2013681072

Prepared for :

Miss Philomina Francis Banyie

Submission date :

September 2015

Table of Contents

Executive Summary	1
Submission Letter	2
Partnership Agreement	4
1.0 GENERAL PLAN	
1.1 Purpose	7
1.2 Background Of The Business	8
1.3 Company Logo	9
1.4 Ownership Background	10
1.5 Capital Source	16
1.6 Location	17
1.7 Industry Profile	18
1.8 Business Objectives	19
1.9 Vision and Mission	20
2.0 ADMINISTRATION PLAN	
2.1 Introduction to Administration Plan	22
2.2 Administrative Objective	23
2.3 Employment Benefits	24
2.4 Organizational Chart	25
2.5 List of Position and Number of Staffs	26
2.6 Schedule of Staffs and Responsibilities	27
2.7 Office Layout	28
2.8 Schedule Of Remuneration	30
2.9 Administration Budget	
3.0 MARKETING PLAN	
3.1 Introduction to Marketing Plan	34
3.2 Marketing Objectives	35
3.3 Product And Services Description	35
3.4 Target Market	36
3.5 Market Segmentation	36
3.6 Market Size	37
3.7 Market Share	38
3.8 Competitors	42
3.9 Sale Forecast	44
3.10 Market Strategy	46
3.11 Pricing Strategy	47
3.12 Place / Distribution Strategy	47

Executive Summary

DIY Studio is a business designed to fulfill the need of accommodation among local and international tourists around the world . Our activity is offering a hospitality , facility and services to our targeted customers . Our business are located at Kota Samarahan . We are targeting to launch our business at 01 January 2017 .

We are practicing partnership business nature where our management team was made up of five members which are the General Manager , Administration Manager , Marketing Manager , Operation Manager and Financial Manager . The profit gained will be distribute equally to each member according to the percentage of their contribution . We will started our business with a starting capital RM 110,000

We are developing a complete studio services giving a warm greeting and great hospitality to our customers .

Besides , we will offering them to complete their design with their own hands to achieve higher satisfaction among customer .



Submission Letter

ENT300

Diploma in Business Studies

University Technology MARA Sarawak

Samarahan Campus

Jalan Meranek

94300 Kota Samarahan

Sarawak

Miss Philomina Francis Banyie

ENT300 Lecturer

University Technology MARA Sarawak

Jalan Meranek

94300 Kota Samarahan

Sarawak

2015

Miss ,

RE: SUBMISSION OF BUSINESS PLAN

As the representative of our company , D.I.Y. Studio , I would like to submit our business plan for future evaluation and action . We are very grateful for the guidance , motivation , advises and supports that has been given to us to accomplish this business plan . We also looking forward to the goals and objectives of preparation of this plan until we finally complete it within the time given . We might not able to complete the task without your help ang we are very grateful for it .

2. Our group's perception towards ENT300 (Fundamentals of Entrepreneurship) is , business are anywhere and everywhere and it also giving the clear preparation and perceptions of starting the business . We might benefit from this experience as soon as we are graduating from UiTM . We also understand that business have a potential to be expanded into new marketing design .

3. Due to the completion of this plan , we have carried various researches in order to expand and enter business soon . We also pelan to enter in certain market soon . We did the discussion , planning and tabulation and present the information in our proposal .

2.1 Introduction

Administration is one of the important parts in the organization. It is needed to have administration in any of department. It is because administration department have to be adopted in personnel matters especially issues concerning recruitment, training, career development, staff welfare as well as the post retirement dispensation. The administration department is also concerned with the issues relating to administrative reforms. They are also the one who is making plan and strategies to achieve the goals of an organization. So, if they are not planning with effectively and efficiently it will make the organization to be failed. Then administration should have ensure that every employees or workers doing their jobs and maintain their performance by rewarding them with payment. The payment also should be paid based on their performance because it can motivate them in order to make an organization growing up, expanding and successfully. Administration not only provide the payment to an organization, but they also hiring new employees, meet other department and need to communicate with them to make sure that every members or partnership responsible in their own job or work.

Administration department also have to achieve the main goal and objectives, so we should have to plan the strategies from the beginning to make sure we achieve more revenue and the profit. So the organization is able to pay the employee's wages or salaries. Then we are responsible to maintain an organization's performance. If an organization can maintain the performance for a long time, the organization can continue our business not only in one country but two or more. This is our objectives, we're not only having one organization in one country, but we want to show our services to other countries. Since we are new company, the first important things is we are going to satisfy the consumer. That's why the employees have to be looked whether they are doing their job or not. So administration will manage the workers flow and control their job or work.

Besides that, the administration also the one who have to find the location for office, equipment that are needed, and raw material or resources for business operation and production. So, just because our company more to self-services, we are going to find the supplier of our raw materials with providing the customer in high quality. Our organization not only focus on quality of raw materials but we have to find or hiring the employees with many abilities where they can communicate or advice the customers, more active, creative when doing something related to art, commitment in their job and be kind while talking to customer. It is because self-service is needed to be communicates more. This is for avoiding our employees to make problem with customer such as not using harsh words when customer come to ask for fulfill their request or be patient with customer requirement or their demands. Our company have to be more focus and concentrate because DIY Studio wants to make the customers be more creative in doing their own choice or selection.