



اَوْنَبُورْسِيَّتِي تِيَكْنُولُوجِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FALCULTY OF ACCOUNTANCY

ENTREPRENEURSHIP (ENT300)

‘THE DASHING DIVA’



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GROUP : AC1105C

SUBMISSION LETTER

□ **Fundamentals of Entrepreneurship (ENT300 Students),**

Diploma In Accountancy,

Universiti Teknologi MARA,

Kampus Samarahan,

Jalan Meranek,

94300 Kota Samarahan, Sarawak.

Miss Chang Yin Cheng (ENT300 Lecturer),

Faculty of Business Management,

Universiti Teknologi MARA,

Kampus Samarahan, □

Jalan Meranek,

94300 Kota Samarahan, Sarawak.

Dear Miss,

Submission of Business Plan for Fundamentals of Entrepreneurship (ENT300).

As mention above, I, Nurul Hazwani Binti Saimi as the representative of my fellow team members and as the General Manager of Dashing Diva would like to submit our full report on our business plan for evaluations. The business plan has been done accordingly to all the given guidelines and procedures.

2. The subject Fundamentals of Entrepreneurship is vital as it helps to provide more exposure to students on how to setting up a new business. The experiences gained by preparing this business plan can be used as the lesson for us in the future. All the knowledge and exposure gained can be implied in real life after graduating. Everything gained during the preparation of this business plan is so precious that it can be use when setting up a new business venture in the future. □

3. This business plan contains all business categories. Marketing plan, operational plan, administrative plan and financial plan are all compiled in this business plan. All the plans gathered in order to make it easier to train us on how to set up a new business in the complex business world.

4. We have completed this business plan in the given duration. Therefore, we are hoping that this business plan will be evaluated as fairly as possible. Thank you for all the guidance and support given throughout the preparation of this business plan. All considerations are very much appreciated.

ACKNOWLEDGEMENT

As a requirement project for the final semester students, we are required to complete and submit a business plan for the subject Fundamentals of Entrepreneurship. The subject Fundamentals of Entrepreneurship must be taken by all final semester students of Universiti Teknologi MARA (UiTM) in order to ensure that the students are able to obtain knowledge and exposures in the field of small business and entrepreneurship as well as to introduce some of the basic techniques and tools that can be used by future entrepreneurs in managing their business. All knowledge obtained in the midst of preparing this can be used by the students to face the complex and challenging business world when they have graduated.

First, we would like to thank Allah SWT for all of His blessings. Without His blessings and consents, we will not be able to complete this business plan in the given duration. And we are able to complete everything despite all the barriers and challenges. Apart from that, we would like to express our deepest gratitude to Miss Chang Yin Cheng and Miss Atiqah Athirah Binti Paijo our lecturer for the subject Fundamentals of Entrepreneurship (ENT300). Thank you for all the guidance throughout preparing for this business plan. Without her guidance, we will not be able to overcome all the problems and also we will not be able to endure all the difficulties in the midst of preparing for this business plan.

We would also like to express our deepest gratitude to our families and friends for all the ideas shared and all the morale support given throughout the preparation of this business plan. Also, we would like to express our gratefulness to all the government agencies, private sector agencies and others for giving unstoppable cooperation to us. All the data collected, forms and other appendices were from them. Without them, we could not finish our report on time.

Last but not least, million thanks to all team members for the great commitment and cooperation given while overcoming all problems and enduring all the difficulties during the preparation of this business plan. Without the coordinated team work, we will not be able to complete and submit this business plan report on the given duration of time. Hopefully all the efforts spent on this business plan will worth all the sweats.



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INTRODUCTION TO BUSINESS NAME OF COMPANY

Our company name is “Dashing Diva”. Dashing Diva is derived from two different words. The first word is dashing. Dashing is stylish or fashionable.

The second word is diva. We use the word diva because the meaning of diva is closely related to that of prima donna.

We are focusing on nails and beauty so we came up with the idea of combining the two words to become one word.

NATURE OF BUSINESS

Dashing Diva is in the form of partnership and wholly own by five Bumiputera entrepreneurs. We provide our customer with high quality services based on knowledge in managing business, dealing with customers, satisfying the customers and meeting all demands. Our motive on why we chose this business is ladies love their nails or even mens out there. They make our hands look elegant and feminine and we would like them to be strong and pretty. However, a lot of people out there have problems with their nails. Get rid of those problems today by helping them.

Our industry profile is a nail spa services. The industry comprises of companies that primarily provide a nail care services such as polishing, painting and treatment.

NATURAL NAIL CARE - Our nail services are designed to nourish your natural nails and enhance your hand's appearance. Manicures are not only a relaxing experience, but also beneficial to nail health, professional image, and beauty. Extend the wear of your polish with a gel polish manicure. Gel polish does not chip or lose it's luster.

NAIL ENHANCEMENTS- We pride ourselves in the application of our enhancements. Our techniques are gentle, effective, and sanitary. We specialize in acrylics and gels.

We intend to open up a nail spa service centre because nail care is an important part of care for the whole body. Not only does it makes you look more attractive, but proper nail care also can help prevent nail problems and keep the nails of your fingers and toes healthy.