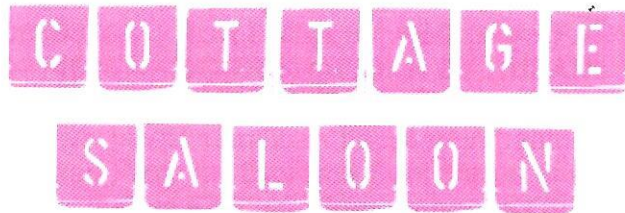




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UNIVERSITI
TEKNOLOGI
MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP



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GENERAL MANAGER & OPERATION MANAGER

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FINANCIAL MANAGER

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EXECUTIVE SUMMARY

Our company name is Cottage Saloon. The nature of this business is providing hairstyle to customers . Our business consists of four members .We all agreed to become a partner in this business . The main business of our company is providing three type of services that is hair cut , rebonding and perming. We want to provide a comfortable , friendly and healthy environment for our customer because we want the customer to be relax and enjoy while doing their hairstyle and services in our Saloon.

As a company name Cottage Saloon ,we provide a healthy products to our customer. Nowadays , people like the traditional hair care. So , we suggest to create a new services called traditional hair care. It consist a very old style techniques of hairstyling. In other word , we want our customer to be happy and delighted with our work out and completely love their new hairstyle .

In addition , our business operating hour is from 10 am to 7 pm on Tuesday until Friday while on weekends , open from 9 am to 8 pm. Our rest hours are from 12 pm – 2 pm according to shift of work and depends on the customers requirement of what services they had.

There are no sleeping partners in our business because all the partners are entities to participate in the business management. We agreed that Nur Dalila binti Ruslan is our General and Operation Manager , Nurfalihin binti Sa'it as our Administration Manager , Nur Fitra binti Abd. Ghafar as our Marketing Manager and Noor Shafiqah binti Ruzani as our Financial Manager. The selection of General Manager is based on agreement of each of every shareholders and based on skills and ability to conduct the company.

The management team will be led by the General Manager and assist by the other manager. The task and responsibilities of a General Manager is to involve in the process of planning , organizing , leading and controlling of the business. The General Manager is also responsible for the overall operation of the business. The Marketing Manager will be responsible to create the marketing plan , doing SWOT analysis .

SUBMISSION LETTER

As a representative of our company , Cottage Saloon , I would like to submit our business plan for your evaluation and further action. We would like to thank you for your exceedingly helpful insights and suggestions. Your help is very guideful to our group members and you show us on how to produce a good business plan and show us the preparation until we finally completing it according to time given and as scheduled.

We learnt a lot of things while doing this business plan because it exposes us to the fundamentals of starting the business. We see the clear picture on how to do so and we gain a lot of beneficial experience. ENT300 (Fundamentals of Entrepreneurship) widen our knowledge and gives us more ideas on establishing a business. This knowledge will benefits us especially after graduating from UiTM.

On the other hand , we learnt on how to cope up with the negative elements that exist in a business plan such as low motivation level. Besides , we have to dare to face and take the risks and not to failed down and to make sure that we can make the best for our business plan.

Thus , with the best from us , we gratefully thank for all your hard work to make sure all our work done smoothly and run as scheduled.

Thank You ,

Your Sincerely ,

(NUR DALILA BINTI RUSILAN)

General Manager Cottage Saloon

COMPANY'S BACKGROUND

Cottage Saloon was found in 2010 in Samarahan Area. The idea of opening a Saloon are from our very own shareholders, because we have the experience and joy of opening one. So , with the partnership agreement , we plan to open a saloon , where people can change or add their hairstyles. The strategic place to open our shop is at the Samarahan Area. We chose there because there's a lot of young and adult population. There are some universities and working places. So , with the latest trends nowadays , most of them will go to Saloon and do some changes once in a while following the latest trends.

There are four managers that will run this business. First is our General Manager and Operational Manager , Nur Dalila binti Ruslan , our Administration Manager , Nurfalahin binti Sa'it and our financial manager , Noor Shafiqah binti Ruzani. We hope that with the help and responsibilities each one of us will help our business run well and smooth.

We choose Cottage Saloon as our Saloon name because it is unique and we want our saloon to look different from the other saloon. Most of other saloon choose modern concept as their theme or layout of their company , but we choose Cottage as our saloon theme. We also use the most quality and reasonable product to invite more people to come not only on celebrations month but in regular working days. We hope that our Saloon will be the most visit in two or three years time from now.