



اُنْدِيْفُوْسَرِيْتِي تِكْنُوْلُوْكِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA

KAMPUS KOTA SAMARAHAN

CUBE STATION KARAOKE BOX CENTRE

PREPARED BY :

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DIPLOMA GRAPHIC DESIGN AND DIGITAL MEDIA

LETTER OF TRANSMITTAL

Miss Nurashekin Bt. Nazer Mohd

Lecturer of ETR 300,

University Teknologi Mara,

Kampus Samarahan,

Jalan Meranek,

93400 Kota Samarahan, Sarawak

Dear Miss,

SUBMISSION OF BUSINESS PLAN

As mentioned above, we hereby present our Cube Station Karaoke Centre business plan for reviewing and grading.

2. Through ETR300, me and my fellow members gain a lot of fundamental of entrepreneurship. Through the process of gaining information of building a new business like Cube Station, we find it very challenging in order to start a business. Despite of all the difficulties in gather information, planning and budgeting for Cube Station, this project increases our interest on involving our self in entrepreneurship.
3. With guidance from Miss Norashekin, we were able to successfully accomplish our business plan. With all the knowledge, guidance and help, there is no word that could possibly describe how thankful we are to you. With your support, we might never be able to accomplish this business plan smoothly. For that, thousand of thanks from all of our group member.

Your faithfully,



SYAMSUL A, BIA B. SAADI

EXECUTIVE MANAGER

2.0 EXECUTIVE SUMMARY

The name of our company is Cube Station Karaoke Centre. Our business is in the form of partnership that consists of our five members. Each partner contributes certain amount of money to start up our businesses.

The business is established due to the observations that we have made, in which there is high opportunity to expand even bigger premise in Kuching. As a result, we have grabbed the opportunities to set up this business. Our placement of premises is also strategic that will be an advantages for us to achieve our target market. Our business operation will be start at 10.00 am until 02.00 am from Monday until Sunday. There will be no off day because our premise is a karaoke centre, a place where everyone can spent their time together.

There are no sleeping partner and all are entitled to participate in the business management. We agreed that Syamsul Ambia as our General Manager and Operation Executive, Ahmad Muhaimin as our Administration Executive, Awang Jaffaruzain and Rafeah as our Marketing Executive and Mohd Afiq as our Financial Executive. The selection of General Manager is based on the consensus among all the other partners and selected based on our own working experience, skills and ability.

The management team will be led by the General Manager and assist by the other managers. The General manager is responsible in planning, leading, controlling and organizing the business. The Administration manager is responsible for the job that related to administration such as planning, arranging remuneration schedule of salary and wages, the organization chart, the office equipment and suppliers. The Operation manager is responsible for the entire job that related to the operation and will be supervise and coordinate the operation of the business. The Marketing manager will be responsible to create the marketing plan, identifying the customers need and demand, identifying the competitors, target market,

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BUSINESS OBJECTIVES

Business objectives are the main reasons why entrepreneurship wanted to involves in the business world. It motivates us to strive well in accomplishing the real purposes of starting the karaoke centre and also the management services. The following below are our main objectives.

1. Explore the market conditions of the area.

The purpose of this is that to see whether that particular area is capable of market growth and it is crucial to ensure that when that area develops, our business is the main competitor to other types of business.

2. To gain profit

It is the main target of any person to see their business grow and gaining profits. When our business has gained enough profit, it will the right time to expand and diversify our business.

3. Establishing our premises as a 'Family Environment'

We are creating a karaoke centre that is labelled as a Family friendly place, meaning that parents can bring their sons and daughter for an outing. Any negatives conduct in our premises would not be allowed.

4. Motivating more Bumiputra to be involves in entrepreneurship

We want the public to see and make our business as an example that bumiputras can also involves actively in business world and becoming a successful ones compared to the non bumiputra.