

UNIVERSITI
TEKNOLOGI
MARA

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Beats Zone Studio

DANCE IS MUSIC MADE VISIBLE



Beats Zone Studio Business Proposal

Prepared by

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3. Jesielyna anak Leyom (Operational M.)
4. Muhammad Iskandar Bin Nordin (Marketing M.)
5. Khairunnisa Binti Tussin (Financial M.)



1.3 SUBMISSION LETTER

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Miss Siti Farah Binti Lajim,
Lecture of ETR 300 (Entrepreneurship),
University Of MARA Technology,
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Miss,

Re: Submission of our Business Plan

As stated, I, Mohd Fadzil Bin Jahim as the General Manager of Beats Zone Studio, acting on behalf of my fellow group partners, would be interested in submitting our business plan for your reviewing purpose.

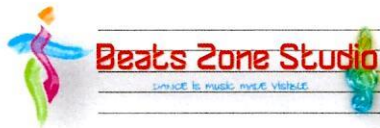
2. It is hoped that through the business plan that we proposed, we are able to improve our financial base and also to further improve our presentation appropriately. All information should be available in the business plan included together with this letter.

Your time and support is highly appreciated.

Thank you.

(Mohd Fadzil Bin Jahim)

General Manager of Beats Zone Studio



1.2 EXECUTIVE SUMMARY

We have chosen the name Beats Zone Studio for our company. The business is in the form of partnership and consists of five members. Each partner contributes a certain amount of capital that has been agreed in our partnership agreement.

Every partner participates actively in the management of this business. We have agreed that Mohd Fadzil Bin Jahim will hold the position of the General Manager, Khairunnisa binti Tussin as the Financial Manager, Lizzberth Ngana anak Jun @ John as the Administrative Manager, Jesielyna anak Leyom as the Operational Manager and Muhammad Iskandar bin Nordin as the Marketing Manager. The selection of General Manager was based on the skills, abilities and experiences.

The Management team will be led by the General Manager and assisted by the other managers. The General Manager is responsible for planning, leading, controlling and organizing the business. The Marketing Manager will be responsible in preparing the marketing plan, identifying the customers' need and demand, identifying the competitors, setting the target market, estimating the market size as well as forecasting the sales and future market. The Operational Manager is responsible to supervise the entire work related to the operation of the business as well as coordinating the flow of the business and planning the activities of the business. The Administrative Manager is responsible for the works that are related to the administration such as planning and arranging the remuneration schedule of salary and wages. Lastly, our Financial Manager will be handling the financial matters such as preparing the budget and financial statement for the expenses of our company and control the financial flow of our company.

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1.6 INTRODUCTION TO BUSINESS PLAN

Beats Zone Studio is a dance studio that provides services for the people that want to lead a healthy life style. There are many people who like to dance but did not have the opportunity to do so. This is the main reason why we are willing to provide the facilities that will cater the fun of dancing. Our location is situated in Kota Samarahan. This location is chosen based on its strategic position near to the educational institutions such as UiTM, UNIMAS, ICAT's and also family residence. We are focusing into people of all ages that have interest and passion towards dance. We offered to teach different genre of dance, ranging from classical to modern dance to cater to the different interest that an individual has.

Other than offering dance classes, we also have a mini gym for people who want to warm up before their dance classes. To ensure excellent service towards our customers, we encourage our workers to be friendly and to offer their best services towards our customers.