



اوبورسيتي تكنولوجي مارا

UNIVERSITI TEKNOLOGI MARA



SECRET BARBER

ENT 300 BUSINESS PLAN

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EXECUTIVE SUMMARY

1.0 INTRODUCTION

Secret Barber is a barber/saloon on the go or barber/saloon in the RV and head office were located in Jalan Satok Weekend Market (Pasar Sunday Jalan Satok) 93400 Kuching, Sarawak Malaysia. Secret Barber is a saloon on the truck which is moved by a location to others location. Secret Barber is a barber service to all women and men. Unlike other barber/saloon that only located only at place, meanwhile Secret Barber can reach to residential area that serves customer.

Secret Barber serves all kind of hairstyles that's customer desire, and our workers were educated and graduated in hairdressing main course. There are variety of haircut styles which is according to latest trends, also we provided them our or their reference in many source such as internet access. Because our barber/saloon are on track, there's no such permanent location. Secret Barber will travelling in residential area which is not only far from town, also in residential that's always in traffic jams way to town. We had plan each selected residential area had their schedule of our business hour. Meanwhile, customers are recommended to make an appointments or reserved a date and times to purchase our services.

We optimist our business had huge opportunity to success and will be well known in town. As an entrepreneur, we took this chance to provide the best hair cutting and dressing on the go service in Sarawak. In addition, at the end of the year people mostly parents will looking up hair cutting service for 'back to school' seasons. Plus, parents nowadays were busy with their working schedule, they prefer an instant or quick services that's would not interrupt their schedule.

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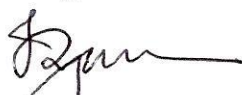
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Yang benar



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2.0 PURPOSE

This business plan is to serve the community that packed with their personal schedule. Also, to the people who are difficult to travel to the town or capital city, Secret Barber, provides a haircut on truck services which reserve for everybody.

Our business plan it is to help people who is far from town and who always had to face traffic jams to reach the nearest barber/saloon. Since, our business is mobile to everywhere, we can save financially from paying monthly premise rental and fixed monthly electricity bill. This idea is to help people to worry less about the recent economic turmoil, unlike other barber or saloon which had to pay monthly high shops rent and equipment. By then, customers have to pay expensive price just for a simple haircut. Our main reasons is to help people to save their daily budget, then save their money on petrol and groceries.

Soon, when it comes 'back to school' seasons some barber/ hair saloon will purposely put their service in highly expensive and it is our opportunity to provide better service. While the economic charge all service and needs with GST (Government Service Tax), our service is GST free. Our target market is for all level, women and men young and old who desire for hair styling. According to our services, we provide the latest hair style cut which is trending on all media social such as Instagram, Facebook, Twitter, and so much more. Plus, our customer also can request for their own hair styles desire. Nevertheless, to make our service more attractive to the new market, the service that we are giving is at reasonable and affordable price. Plus, we also give free ideas and consultation to customers regarding which hairstyle that suit them best. Our company also plans to go to a rural area or kampong one a week and give free haircuts to the children under 12 years old for free.

This is a great opportunity to create something new in Kuching town. Since, the 4 of us had stay in Kuching for almost 2 years, we discovered that this mobile saloon business is still not in town making us the pioneer in its kind. Instead of waiting for customers to come to us, we as the new era entrepreneur, we will reach the customers far and near. It is a way for our company to give back to the community.