



UNIVERSITI TEKNOLOGI MARA SARAWAK
FACULTY OF ART AND DESIGN
DIPLOMA IN GRAPHIC AND MULTIMEDIA
ETR300 : FUNDAMENTAL OF ENTREPRENEURSHIP
BUSINESS PLAN
SINA SPA

Prepared by:

ABANG FARHAN BIN ABANG KHALIL	2009511977
NURUL ADILA BT ABU MANSOR MATRIDI	2009723947
MOHAMMAD HAFIZ BIN WELL	2009175791
MOHD.MUIZZUDDINHILMI BIN ABDUL WAHID	2009983033
MOHD RAHMAN BIN SANI	2009505791

Prepared For:

Miss Siti Farah bintiLajim

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SUBMISSION LETTER

ETR 300 Students,
Diploma in Art and Design
University Teknologi MARA (UiTM), Sarawak
Samarahan Campus
Jalan Meranek
94300 Kota Samarahan
Sarawak

Miss Siti Farah Binti Lajim

ETR 300 Lecturer
University Teknologi MARA (UiTM), Sarawak
Samarahan Campus
Jalan Meranek
94300 Kota Samarahan
SARAWAK .

5th March 2012

Miss,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company **Sina Spa Sdn. Bhd.** I would like to submit our business plan for valuation and further action. We are very grateful for all the support and advice that have been given by you in order to accomplish this business plan until we finally complete according to time given respectively.

Our group's perception towards ETR300 (Introduction to Entrepreneurship) had given us the experience and clear views on the fundamental on how to start a business. Due to the completion of this project, the team come out with many ideas. To be an entrepreneur in the future, it can't be much easier if there are no team spirit among all the members and the basic knowledge that we gained from this project.

EXECUTIVE SUMMARY

The name of our company is Sina Spa. The business is form of enterprise which is consist of five members which playing their roles in this company. Each member contributes certain amount of capital as agreed in agreement later before these businesses have been established. The concept of our spa is Islamic concept in ensuring our customer will get best service from us. We also choose this concept because it is different from other spa. Our customer will get a different atmosphere and treatment from aspect massages, beauty treatment and so on. Our business operation will be open every day at 8 am until 6 am.

In our business, all entities participate in this business and playing their own role. We agreed that Abang Farhan is a General Manager, Nurul Adila is a Marketing Manager, Mohammad Hafiz is a Operational Manager, Mohd Muizzuddinhilmi is a Administration Manager and Mohd Rahman is a Financial Manager. The selected of these manager is based on qualification, experience, ability and skill among partnership.

The management team in this business will be lead by general manager and assist by other managers. The General Manager will responsible in planning, leading, controlling, and leading in this business. The Marketing Manager will be responsible in the matter that related with marketing such as created the marketing plan identify the customers need and demand. Identifying competitor, target market size and forecast the future market. The Operation Manager responsible in the matter that related with marketing such as created the marketing plan in the future market. The Administration Manager for the job that related with administration process such as planning and arranging the schedule of salary. The financial manager manage as business financial position, preparing budget and financial statement and expenses for each department and controlling the flow of money in this organization.

1.0 INTRODUCTION TO BUSINESS PLAN

1.1 Introduction

Sina Spa is a partnership business to form an enterprise which consists of five shareholders. All the shareholders had agree in the agreement letter which is include the amount of capital, profit and loss. It will be divided as stated in the ratio. We choose this kind of business to let people know about the benefits of living in a healthy life. Sharing ideas and knowledge in order to gain profits and achieve the goal is a target for all the shareholders.

1.2 Name of the Company

We agreed to name our company Sina Spa. 'Sina' represent an Islamic physician name, Ibnu Sina. We choose Ibnu Sina because he is a well-known as an Islamic physician in 981-1037AD. It is also suitable with our concept which is Islamic concept. Our spa tagline is 'Glow Goddess' which mean our services will ensure that our customer will get the satisfaction and the pleasure of our Sina Spa service.

1.3 Nature of Business

Sina Spa nature business is basically is all about the body care service like massages, skin care, body treatment and many more. Our specialty is using pure and powerful products deliver profound treatment experiences that achieve maximum results. We also choose the Islamic concept because this concept is not really developed in our country. As we know, Malaysia official religion is Islam, so this Islamic concept is really suitable with our concept. Our spa also provides many special treatments such as manicure and pedicure, special packaged spa treatments, makeup services and waxing services, sauna, Jacuzzi, milk and mud bath and many more. Moreover, we give a first free massage session for our dear customers, and for a member we give 20% discount for every treatment. We also provided a place for waiting whoever our customers that come with their husband and children.