



**UNIVERSITI TEKNOLOGI MARA  
(CAMPUS SAMARAHAN)**

**BUSINESS PLAN  
HAIR SALON**

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**PREPARED FOR:  
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## EXECUTIVE SUMMARY

Our company name is Campus Unisex Haircut. We use partnership form for our business where there are consisting of 4 partners. Each partner share and contributes different amount of capital as agreed in our agreement. The business will be located in at UiTM Kota Samarahan and it will commence on January 24<sup>th</sup> 2013.

All partners are participating in the business management. We all agreed that our company will be lead by Emmanuel Joshua Ak Gregory Aldrin as a General Manager and Marketing Manager, Angeline Ak Kapeli as Administration Manager, Sunsi Ak Medan as Operating Manager and Siti NurSabarian Binti Muhammad Ali as Financial Manager.

The management is lead by General Manager is responsible in controlling, leading, organizing and planning the entire business. The Marketing Manager is responsible in preparing the marketing plan which the details are identifying the target market, determining the market size, identifying market competitors, developing sales forecast and marketing strategies. Operation Manager Control and monitor the operation of ours business. One coworker is working under Operation Manager. All jobs relating of office matter is control by Administration Manager. Lastly is Financial Manager it will handle financial matters such as preparing budgets and financial statement for the expenses of each department.

To achieve our objective, we had determined our target market. Our main target market is JL Saloon, and Zone Hair in Desa Ilmu.

Every single details concerning the management and planning of establish this company will be discussed further within this proposal. We hope that this business will convince you that this business plan will accomplish success.

## MARKETING PLAN

### MARKETING OBJECTIVE

The marketing objectives are part that important in business to our company to achieve our company goal. The major of marketing objective describes in below.

- To gain the profit ours company every years.
- To provide the quality of our product haircut to our customers.
- Planning the business strategy our company to increase the sealing.

### TARGET MARKET

Target market can be defined as the group customers that have different needs and wants which can be satisfied though the business product or services. The target market is also one of important elements to reach our business goal. Without the target market, the business could not run as well.

Campus Unisex Haircut target market is focusing on Desa Ilmu area. Ours target market can divided by two categories :

- i) LJ Saloon
- ii) Zone hair saloon

## MARKET SIZE

Market size is the total potential purchase that is expected from the target market. The potential include purchases of the competitor's product within the same market. The market size is often quoted in unit of sales or Ringgit Malaysia (RM) for the specific period example daily, weekly, monthly, or yearly.

In order to determine our market size, we must take consideration who our target market within the place where we want to sell our products. By considering purchased our population of our target market, we would know the total estimated purchase out of the disposable income.

The market size including all the competitors that already exists in the market. The competitors were in the same target market and have their own share in the market. We estimate our market size in:

- ✘ Population of Student in Universiti Teknologi MARA Kota Samarahan is about 5000 student
- ✘ Roughly about 2000 student are male an 3000 student are female
- ✘ Male student get hair cut per year including wash is  $RM114 \times 2000 = RM288,000$
- ✘ Female student get hair cut per year including wash is  $RM162 \times 3000 = RM486,000$
- ✘ The total market size is RM774,000

## STRENGTH AND WEAKNESS

From the research that has been done, they are same strength and also weakness of ours competitors and our company.

No.	Name of the Company	Strength	Weakness
1.	JL Salon	Provides salon services such as hair colouring, hair rebounding, and hair straightening	It is a bit far from student hostel
2.	Hair Zone	Provides salon services such as hair colouring, hair rebounding, and hair straightening	The location is hidden (on the top floor of the building in Desa Ilmu)