



**UNIVERSITI TEKNOLOGI MARA SARAWAK  
KOTA SAMARAHAN**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

**NEW ERA SLON**

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**DIPLOMA IN CIVIL ENGINEERING**

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**“BERSATU BERUSAHA BERBAKTI”**

Sekian.

Yang benar

**BAIZURA BINTI IBRAHIM**  
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## **1.1 INTRODUCTION**

Every company needs a business plan to lead the business project. A business plan is a written document that serves as a blueprint and guide for a project that one's intends to undertake. Business plan is prepared to predict viability and explain all the business strategy such as activities, financial condition, marketing plan and other thing that related to the business proposed.

This will help entrepreneur and investors to expand their business and overcome obstacles that might arise. Business plan also acts as a guideline in the business and need to be followed and improvised if necessary. This business plan also help each member to understand the company condition and also help to the investor to know the company condition and method.

## **1.2 NATURE OF BUSINESS**

Our nature of business is services. New Era Salon is wholly owned by Five (5) Bumiputra Entrepreneurs which involved in haircutting service. It is a partnership company that consists of five (5) persons who are also work in the company. All partners are entitled to participate in the business management. We are also able to share a lot of new ideas together to increase our quality and productivity of our business apart from maximizes our profit.

## **1.3 FACTORS IN SELECTING THE PROPOSED BUSINESS**

- High demand for a hair saloon in Kota Samarahan.
- A promising profit from this type of business.
- Not many Bumiputeras are involved in hair cutting services.

## **1.4 FUTURE PROSPECT OF THE BUSINESS**

- Achieving our target which is achieving high profits in the first 3 years of operation.
- We want to show to the customers that we are having better services and can provide a high quality services.