



**MARA UNIVERSITY OF TECHNOLOGY**  
**FACULTY OF BUSINESS MANAGEMENT**  
**BM111**  
**DIPLOMA IN BUSINESS STUDIES**  
**ENT300**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**

**TITLE:**

**“PANDORA BOX”**

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Pandora Box,  
Lot 12- 15, Lower Ground Floor,  
Hills Shopping Mall,  
Jalan Bukit Mata,  
93100 Kuching, Sarawak.

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Mr. Mohd. Ghazali Daud,  
ENT 300 Lecturer,  
94300 Kota Samarahan,  
Sarawak.

Sir,

Re: Handout of Business Plan,

As stated above, I, Yean Laura Kunyir as the General Manager of Pandora Box and also representative for my fellow team members, would like to submit our Business Plan for you to review.

2. It is hoped that the enclosed Business Plan can strengthen the based for our business formation and guideline in it. Any information related to the business can be found in the Business Plan that we have included together with this letter.

3. We would like to thank everyone who involved and given the opportunity for all of us to present our Business Plan. All the support and comments are greatly appreciated in order for us to improve ourselves in the future.

Thank you.

Yours sincerely,



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(YEAN LAURA KUNYIR)

General Manager of Pandora Box



## **EXECUTIVE SUMMARY**

Pandora Box is a karaoke and café establishment that aims to provide the best gathering and leisure spot and at the same time keeping it distinguishable and unique from other competitors in the market.

The main selling point for Pandora Box is the concept that we provide karaoke and café at one place. This is because we want to attract many customers to our premises as well as promoting this new trend to everyone.

Our management team consists of five managers which are General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager. For our business, we are targeting people from the age of 18 and above. We believe this because this is the age whereby most outgoing and do outing with friends and family.

In the future, targeted increase of 5-8 percent that will know our business and be our loyal customer because we believe that services that we offer will make Pandora Box memorable to the customer.



## 1.0 INTRODUCTION

### 1.1 Business Introduction

#### 1.1.1 Name of Company

Our company is known as Pandora Box. It is a partnership based business that offer karaoke services as well as a café for our customer to relax and enjoy themselves..

We choose the name Pandora Box of mystical reason. Pandora Box is the box according to the Greek mythical history mean box that has unexplainable power.

Significant to our business, we give the name Pandora Box to our business to signify that our potential customer or prospectus can get away from the great experience when they singing or even relax with a cup of drink just to chat with a friend.

#### 1.1.2 Nature of Business

Pandora Box is form based on partnership business which is consisting of five (5) Bumiputera members. Our business basically on karaoke services and we serve simple food and beverages such as coffee, cappuccino, French fries and latte.

With all the services we offer, it is suitable place for teenagers from the age of 18 and above to relax and enjoy themselves with their friends. The services Pandora Box Karaoke and Café also user friendly and value for money as the customer is always right.