



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**SYODEH ENTERPRISE**

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**"BERSATU BERUSAHA BERBAKTI!"**

Sekian.

Yang benar

**SADIT BIN TAHA**  
Pegawai Eksekutif  
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A-IMS



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## 2.0 EXECUTIVE SUMMARY

After completing extensive research, surveying and interviews about the places and the needs of the residents nearby, our group have decided to open up a karaoke centre and it is mainly focus on management and services for any events. We opted for partnership when establishing the karaoke centre and it will be known as Syodeh Karoke Centre.

The members of the share holder compromise of the following members,

Name	Position
Amir Hamzah b. Saadi	General Manager
	Marketing Executive
Aainaa Farhana bt. Kamel	Administration Executive
Zarifah bt. Zahari	Operational Executive
Siti Khatijah bt. Suaaidi	Financial Executive

The person in charge for the whole business company is the General Manager and he is also responsible towards the management of his company. The entire decision making is in his hand after a meeting with the Board of Director. The General Manager leads, controlled, planning and finds the opportunities for the business growth. He will be assisted by three others share holders that have agreed to cooperate and develop the business, namely Syodeh Management and Services.

#### **4.5 BUSINESS OBJECTIVES**

Business objectives are the main reasons why entrepreneurship wanted to involve in the business world. It motivates us to strive well in accomplishing the real purposes of starting the karaoke centre and also the management services. The following below are our main objectives.

##### **1. Explore the market conditions of the area.**

The purpose of this is that to see whether that particular area is capable of market growth and it is crucial to ensure that when that area develops, our business is the main competitor to other types of business.

##### **2. To gain profit**

It is the main target of any person to see their business grow and gaining profits. When our business has gained enough profit, it will be the right time to expand and diversify our business.

##### **3. Establishing our premises as a 'Family Environment'**

We are creating a karaoke centre that is labelled as a Family friendly place, meaning that parents can bring their sons and daughter for an outing. Any negative conduct in our premises would not be allowed.