



UNIVERSITI TEKNOLOGI MARA

FACULTY OF CIVIL ENGINEERING
MARA UNIVERSITY OF TECHNOLOGY
CAMPUS SAMARAHAN II

TAKE 5 KARAOKE CENTRE

PREPARED BY :

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PREPARED FOR

MDM ESFARINA AMIZA

BUSINESS PROPOSAL FOR ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

Introduction

Take 5 Karaoke Centre Background

Take 5 Karaoke Centre is a company that doing a business with partnership business that provides a good quality of karaoke centre services with a reasonable charge which is value for money. We have done our part which is to provide good environment, complete facilities, great sound system, all types of songs and some good packages.

The main characteristic of our services is to provide karaoke centre to the people live in the residential area at Desa Ilmu especially for the students at UNIMAS and UiTM. This is the first karaoke centre build at this area. We are providing a karaoke centre as the demand requested for this service have been increasing from time to time. Due to the demand of this service we are determined to provide a karaoke centre service which is value for money by charging the customer with reasonable prices and good packages compare to another company.

It would be an advantage for our company as our company is providing the reasonable rate of services that suitable for students. While there would be some weaknesses for us for the beginning or our operation as our company is new and thus it would take some time for people to recognize our presents. Therefore we have made some plans to expand our market value by promoting and advertising our services from time to time to make sure that our presents are known by the customers

Our business is situated at Kota Samarahan, Sarawak which is also located nearby UiTM and Unimas. This business will be starting their operation on the 18th April 2016. There are several factors why we select this business at the situated location:

a) High Demand

In the rise of economy and academic in Malaysia give us a big possibility to run this business. Most of Malaysian these days having their ability to buy and choose which service they want. In addition, this area is very highly in demand for our services because it is near to university and residential area of the students. Therefore, the services are available but insufficient to fulfil what customer want.

b) Profitable

This business which is providing a karaoke service have their unstoppable customer especially during weekend and school holidays.

Goals of the organization

Organization Vision:

- To become a successful bumiputera entrepreneur
- To be the best place for family gathering and family activities during leisure time

Organization Mission:

- To ensure that bumiputera also can compete in this industry
- To make a healthy environment place for entertainment and releasing stress
- To provide and maintain comfortable place, good services and safety.

Organization Objective:

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.

4. Motivating more Bumiputra to be involved in entrepreneurship

We want the public to see and make our business as an example that bumiputras can also be actively involved in the business world and becoming successful ones compared to the non-bumiputra.

Purpose of the business plan

Every business is prepared with a particular purpose in mind;

To allocate business resources effectively:

- Normally, small businesses have limited resources at their disposal. Hence, these resources need to be allocated effectively so as to avoid unnecessary wastage and to ensure optimum returns on investment. The business plan can help with the planning, distribution and monitoring of these resources.

As a guideline for managing business:

- The planned strategies are an important part of business which consists of certain rules and regulation. Thus it becomes comprehensive guideline on our daily operation. As a business guidelines it avoid confusion and the member will understand the vision of organization indirectly ensure the organization achieve the goals.

To maximize profit:

- The effective and efficient cost management will ensure that the cost of the business can be decreased easily and at the same time maximizing the profit through the business plan, the budget that preferred to be utilized only for the related expense and the unrelated expense must be avoid as to decreased cost and cased wastage.

To convince relevant parties of the investment potential of the project:

- The business can be used as communication tool to convince potential investors of the viability of a proposed venture. The availability of a business plan will boost the confidence of interested parties to finance partially or fully the cost of venture.

BUSINESS OBJECTIVE

As an entrepreneurs, we realized that it is important to have our own goals and objective. This is the most important step to make sure the workflow of the business runs smoothly.

OBJECTIVES

- 1) To offer good service to customers to make them satisfied.
- 2) To make sure that the organization will manage efficiently, productively and effectively.
- 3) To create a good teamwork skill between the coworkers in the organization.

VISIONS

Our vision is to become the most reliable organization in the business.

MISSIONS

- To prove that our organization can be trusted.
- To make sure that workers are committed to work.

BUSINESS ADDRESS

Lot 14, Aras 2 , Uni Square ,Taman Uni Garden, 93400, Kota Samarahan, Sarawak.