



**FACULTY OF INFORMATION MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

Diploma In Information Management
(IM 110)

Fundamentals of Entrepreneurship
(ENT300)

**Business Plan:
Aspire Music Studio**

By

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September 2014

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Executive Summary

The name of our company is Aspire Music Studio (AMS). The business is in form of partnership which consists of four members. Each partner contributes certain amount of capital as agreed in agreement and general manager also contributes the land for business.

All partners give their attention for this business and are entitled to participate in the business management. We agreed that Mohammad Aliff Bin Khairol, as the General Manager and Operational Manager, Safwan Hanif Bin Osman as the Marketing Manager, Mohammad Afzal Haziq Bin Hasbi as the Administration Manager and Shirley Sylvester Binti Johnson as the Financial Manager. The selection for all managers is based on agreement among all the partners and selected based on experience, skills and ability.

The management team will be led by the General Manager and assist by the other managers. The general manager is responsible in planning, leading, controlling and organizing the business. The Marketing Manager will be responsible to create the marketing plan, identifying the customer's needs and demands, identifying the competitor, target market, market size and forecast of future market. The Operational Manager is responsible to the entire that related to the operation and will be supervising and coordinating the operation of the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. Lastly, Financial Manager will be handling the financial matters such as the preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

SUBMISSION LETTER

Aspire Music Studio,
Sublot 35 & 36, Taman Desa Ilmu,
Jalan Datuk Mohd. Musa,
94300, Kota Samarahan,
Sarawak.

Sir Abang Sulaiman Bin Abang Salleh
Lecturer of ENT300 (Entrepreneurship),
Universiti Teknologi MARA,
Campus Samarahan
Jalan Meranek,
94300 Kota Samarahan, Sarawak.

Sir,

Re: Submission of our Business Plan

As stated, I; Mohammad Aliff Bin Khairol, as the General Manager of Aspire Music Studio, on behalf of my fellow group partners, would be interested in submitting our Business Plan for your reviewing purpose.

2. It is hoped that through the Business Plan proposed, we are able to improve our financial base and also to further improve our presentation appropriately. All information should be available in the Business Plan included together with this letter.

Your time and support is much appreciated.

Thank you.

(Mohammad Aliff Bin Khairol)
General Manager of Aspire Music Studio

6.0 Introduction

Marketing is thought to be only composed of selling and advertising. This notion of thought is inevitable as these two are constantly in our daily life in forms of radio announcements, television commercials, posters and banners, billboards and online advertising that can be found in various websites. Marketing can be defined as a social and managerial process by which organization creates value for customers and build strong customer relationship in order to capture value from customers in return.

Marketing plan is one of the plans required to be included in the business plan. Marketing plan deals with products and services, target market, market size, competitions, sales forecast, marketing strategies and marketing budget. Identifying these elements in marketing plan will help Aspire Music Studio to survive the competition while striving for profitable outcomes.

One of the main purposes of the marketing plan is to evaluate market acceptance. Aspire Music Studio is a new business, trying to start in a place where competitions are many. This can have both positive and negative reactions to the people in the vicinity. On the positive side, people can be attracted and interested to use Aspire Music Studio services while on the negative side, people may not even come to Aspire Music Studio and stick with their usual music studios. The acceptance of the target market is very important to sustain the Aspire Music Studio.

Another purpose is to develop strategies to market products and services of the business. Aspire Music Studio has many products and services to provide to the customers and having proper marketing strategies can effectively promote these products and services. These products and services are important to be known by the people of Kota Samarahan so that the reception of the Aspire Music Studio will be promising.