



UNIVERSITI TEKNOLOGI MARA SARAWAK

VID K-BOX

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VID K-BOX ENTERTAINMENT

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VID K-BOX ENTERTAINMENT

GENERAL MANAGER

EXECUTIVE SUMMARY

For “Vid K-Box Entertainment”, our policy is developed as a guideline for daily operation of the company that more care about the continual need to maximize profits in a just, reasonable manner. Other than that, we are looking forward to improve our share in the market size. Furthermore, we always try to produce the best and high quality service to make our customers really satisfied with us.

In addition, to achieve our objective, we had determined our target market. As our company is located at campus zone, so our target markets are mostly among the students. Apart from that, public community and housing residents around Samarahan area who are enthusiasm in karaoke activities are welcomed to our premise. In trying to establish this business plan, all aspects including the four major of business establishment such as administration, marketing, operation, and finance are seriously taken into consideration.

The administration part will tell us the administration budget including the chart of the organization, remuneration table, job description, and so on. Then, marketing and the operation plan will handle on how to achieve maximum percentage of profit and the allocation of market share in selling services which eventually affects both operation and marketing. Besides that, they also show the organization's strategies of promotion and the operation process.

The finance will tell us about the organization capital, trading profit and their balance sheet as well the organization's cash flow. Besides that, it shows the organization profit and lost account. Our target in three years of sales and profit is that we will have more customers to visit and sing at our place. We also wish that our customer will be more convince and satisfy with our service.



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GENERAL MANAGER

INTRODUCTION

What is karaoke?

Karaoke is a form of entertainment in which people sing along with recorded music or a music video using a microphone and public address system. The original voice track can be disabling. Lyrics are usually displayed on a video screen, along with a moving symbol or changing color and/or music video images, to guide the singer.

1.1 Name of Company

'**Vid K-Box Entertainment**' is the name of our company. Vid stands for video; while K-Box stands for karaoke box. We chose this name because people will sing inside the box with the music video that plays on the screen.

1.2 Nature of Business

The business that we provide is a service business whereby customers come to our place and sing as many songs they desired to at an affordable price. This business is a partnership as it is more secure in terms of sharing capital and profits, making loans and so on.

1.3 Company Address

Our company, **Vid K-Box Entertainment** is located at Sub Lot 66, First Floor, Jalan Datuk Mohammad Musa, Desa Ilmu Commercial Centre, 94300 Kota Samarahan, Sarawak.



VID K-BOX ENTERTAINMENT

GENERAL MANAGER

1.4 Date of Business Commencement

After made some serious discussion and concerned on every single terms of starting a business, we decided to start our business at 9th January 2010.

1.5 Factors in Selecting the Proposed Business

- ❖ Most of the customers that often go to our competitors' premises are from Kuching and also Kota Samarahan areas. So, we try to attract our customers to come to our premise which is located in Kota Samarahan. They do not have to go far in order to sing.
- ❖ We are the only company that will provide that type of service in Kota Samarahan area.
- ❖ Karaoke is an easy self-handle entertainment and everybody is suitable to be our customers.
- ❖ Kota Samarahan is an up-growing area and still lack of entertainments. Even though entertainments like jamming centers are already exist in that area, not all can play music instrument.

1.6 Future Prospects of the Business

For the future prospect, we hope that we will have more regular customers who always come to our karaoke centre. We also hope that we are able to expand our karaoke centre by increasing the number of the karaoke box, provide a cafe inside and rent another shop lot. Apart from that, we hope that we can open another karaoke centre in other division in Sarawak such as Bintulu, Sibu, Sri Aman, Limbang and so on whereby there is no such 'karaoke box' like we had here in Kuching. We wish to conquer the market through out Sarawak. We too, in the future, hope to expand our karaoke in a box into a karaoke inside a room. After 10 years onward, we plan to expand our business to the Peninsular Malaysia.