



UNIVERSITI TEKNOLOGI MARA

WILD & WANDER SALOON & BEAUTY SPA

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CONTENTS

	PARTICULARS	PAGE
1.0	INTRODUCTION	
	1.1 Executive Summary	1-2
	1.2 Purpose of Business Plan	3
	1.3 Business Background	4-5
	1.4 Partner's Background	6-10
2.0	ADMINISTRATION PLAN	
	2.1 Vision, Mission and Objective	11
	2.2 Organizational Chart	12
	2.3 List of Administrative Personnel	13
	2.4 Schedule of Task and Responsibilities	14-15
	2.5 Schedule of Remuneration	16
	2.6 List of Office Equipments	17
	2.7 List of Office Furniture and Fittings	17
	2.8 List of Supplies	17
	2.9 Administration Budget	18
	2.10 Layout Plan for Office	19
3.0	MARKETING PLAN	20-21
	3.1 Profile of Services	22-23
	3.2 Target Market	24-25
	3.3 Market Size	26
	3.4 Market Share	27-28
	3.5 Competition	29-30
	3.6 Sales Forecast	31-33
	3.7 Marketing Budget	34
	3.8 Marketing Strategies	35-40
4.0	OPERATION PLAN	41
	4.1 Operation Process	42-47
	4.2 Process Flowchart	48
	4.3 Capacity Planning	49
	4.4 Material Requirement	50
	4.5 List of Machines and Equipments	51
	4.6 Layout Plan of Operation Area	52
	4.7 Operations Overhead	53
	4.8 Operations Budget	53

5.0	FINANCIAL PLAN	54-57
	5.1 Project Implementation Cost	58-59
	5.2 Sources of Financing	58-59
	5.3 Table of Depreciation	60
	5.4 Loan Amortization Schedule	61
	5.5 Hire Purchase Repayment Scheme	62
	5.6 Pro-forma Cash Flow Statement	63-64
	5.7 Pro-forma Income Statement	65
	5.8 Pro-forma Balance Sheet	66-67
	5.9 Financial Ratio Analysis	68-70
	CONCLUSION	71

1.1 EXECUTIVE SUMMARY

This business is going to be commenced based on a partnership consisting of five important positions mainly which comprises of Administration Manager, Marketing Manager, Operational Manager, and Financial Manager. Subsequent to that all of these important positions are going to be lead and supervised under the skills of a General Manager. The business capital is going to be mainly obtained by the total contribution of the company members and a bank loan from Bank Islam Berhad each consisting of RM25,000.00.

Wild & Wander Saloon & Beauty Spa is a company focusing on not only the outer beauty of our privilege customers but also of the inner beauty. Proper treatment not only for the female dominant of the society but the male also part of the society. As people are aware of their outer appearance, we will try to serve the best we can to make our customers happy. Moreover, the little things that our customers leave behind will also help the need that will also give a good cause and reason for our customers to be attracted by our services. For example, the strands of hair left behind by our customers will be donated to the Palliative Association situated in Kota Kinabalu which is an Association built on the awareness of cancer patients.

To make it more interesting, we as partners decide to offer affordable prices especially to students, where we will be based at a location marketable to students that do not really have time to care about their outer preferences coming in from University Malaysia Sabah, University Teknologi Mara, Politeknik Kota Kinabalu and other respective institutions. By that, the society around that location are also highly welcomed to our shop which is going to be located at Lot 41-1, University Plaza, Jalan Sulaman, Sulaman, 88450 Kota Kinabalu, Sabah, Malaysia. Easy as simple as that, Wild & Wander Saloon & Beauty Spa would be expected to be commenced on 1st January 2017 and hopes that it will get outstanding demands from our customers.

With the tagline of "Because Her Beauty Is Raw and Wild", we will also be expressing our awareness of how important is the environment to our community by practicing the use of organic products mainly on organic hair dye and organic relaxing for the hair that will not cause breakage to the hair cuticles of our customers that will subsequently help them to gain healthy hair decreasing preventing the more chemicals than usually used by an ordinary saloon. Moreover our said to be partnership is planning on to donating the hair to the conservation association as hair can be use as an alternative way to clean our rivers safely.

1.2 PURPOSE OF BUSINESS PLAN

A business plan is a written document which described the proposed business or project to be undertaken in a comprehensive manner. It is also known as a working paper, business proposal, project paper or prospectus of a respective business. Therefore, a business plan is implying several purposes towards the business as follows for the following parties:

i) Entrepreneurs

To get a clearer view and guideline on how to run the business. By this, an entrepreneur can run the business effectively and efficiently based on guidelines stated in the prospectus of the business.

ii) Financial Institutions (Bankers and Investors)

This business proposal will effectively help the said to be financial institution to evaluate the capability of the proposed project and provide loan for the business. This business is going to be obtaining a loan from Bank Islam Berhad. By this, the bank can make sure there will be a guarantor provided by the business as cartilage for the loan applied.

iii) Business Employees

A business plan will allow the team members of the business to act and think in the most critical way. The workers will get to better understand the business goals and objectives implied by the prospectus of the business. Here the employees can view it in a detailed manner and prepare a clear path on steps and actions that hence must be taken so the business can achieve profitability in the long run.

iv) Customers

Customers will be able to be convinced by the accuracy of this business plan and hence offering assurance for the customers to acquire the services offered by Wild & Wander Saloon & Beauty Spa. Customers will benefit the attractive promotions and also enjoy the kind pleasure service offered by our team members. Moreover, based on our mission is to fulfill customer expectations and needs, customers will be able to receive tip top service as some experience in only high standard saloons. In addition, the saloon also offers spa services that range from different prices according to customer needs. Therefore, the society of all ranges of age and gender would be able to experience high quality service.