

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

(ENT 300)
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN :
PURE NAUTRE PHOTOGRAPHY COMPANY

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OBJECTIVES

The objective of doing this project is we as a student should be able to obtain knowledge and exposure in the field of small business and entrepreneurship as well as to introduce some of the basic technique and tools that can be used by entrepreneurs in managing their businesses.

Other than that, we should also understand and learn on how to create a business plan and know the steps on making it such as the doing the administration plan, marketing plan, financial plan, and operation plan.

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1.0 Introduction

We are from Pure Nature Photography Company working on photography – oriented business and offer a complete photography services such as taking photos. There are a lot of Photography businesses out there, but what makes our photography business different from others is that we specialize in nature photography. We are in the tourism industry that specializes specifically in nature tourism where we are promoting it through our photography shooting. Meaning to say, we are taking customer's photo with nature as their background. Our photo shoot is unique because on the same time customer is joining our business they are also promoting nature tourism and helping nature.

We are a company that provides photography service to the public at a reasonable price depending on the size of the photo, number of people and the location of the photo shoot. Outdoor photo shoot specifically around Sabah which is also known as the land below the wind. The location of our business is at Unite B-0-1, Second Floor, Karamuning Capital, Jalan Nanas, 88100 Kota Kinabalu, Sabah which situated at the heart of the Kota Kinabalu city centre. It also surrounded by commercial complexes, government offices and established neighbourhoods such as Kompleks Karamuning, Beverly Hotel, Kompleks Kuwasa (KWSP), Wisma SESB and many more.

Business plan is prepared for each of the partners of the company, prospects for future customers and targeted market also future investors who might be interested of investing in the company. Owners and partners of the company consist of Meridith May Johnny, Sarah Nadia bte Simudah, Phildelara Jimmy Akau, Belcye Vivi Bolodin, Yvette Priscilla John and Noor Suhaidah binti Awang Dinin. Everybody that has the ability to pay our services which are in needs of photography services based on each packages that the company had provided. We aim to promote nature tourism since nowadays everybody is going green and becoming more aware towards the environment so there is definitely a demand for it.

Our business will officially open on December 2012.

2.0 Business Plan Purposes

The main reason of this business plan is to promote nature and we are also supporting charity work towards the preservation and conservation natural environment. Companies that we are doing charity for are Sabah Forestry Department, Yayasan Sabah Group (Conservation & Environmental Management Division). Meaning to say, 7% of the income that we have will be given to the company.

In addition, It will be the clear and proper guidance for each of the partners of the business in order to runs the business smoothly once it operates. Other than that, to prepare a clear and complete financial report of the business to be presented towards the future investors who might be interested in investing to the business. This way the investor can evaluate our business properly and easy.

This business plan is also to plan the whole business activities as well as the function of each department in the business. The planned workflows will then be implemented accordingly. Lastly, the business plan also is an effective and efficient marketing promotion of the company's services to attract the company's prospects and future customers.