



UNIVERSITI TEKNOLOGI MARA  
KAMPUS SABAH

FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)

“S.J.U.W STUDIO”

PREPARED BY :

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## INTRODUCTION

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The name of our business is S. J. U. W Studio. The business related of photographic and video that has not yet been established inside of UiTM Sabah. As we know, as soon as all the students who just entered UiTM Sabah, known as the first semester students, photograph session will be opened and charged to the students that all this will be done by a photographer from outsiders who have been certified by the UiTM to conduct their business inside of UiTM. So, we can see for them that this job opportunity has been exploited by outsiders and not the UiTM Sabah students'. So, there are business opportunities that are obvious, especially to UiTM Sabah students' connection with doing business photographic. When our business was conducted, our business is specializing to the service which we will be divided into two types that are photographic and video. We can record video and shoot photo such as presentation of student work in class, Convocation Ceremony which we understand that Convocation Ceremony for all students of UiTM Sabah will be held on UiTM Sabah campus coming soon instead of at the UiTM Shah Alam, special programs organized by the University, College, or Program, for example Golden Voice Competition and Family Day and anything else that could be considered related to photographic and record video.

Since we are first do business specifically to photographic and videos inside of UiTM Sabah, it automatically gives us the opportunity to become the first and no competitors. S. J. U.W Studio is located on Bukit Perumahan adjacent to Taska inside of the UiTM Sabah. We will discuss with the authority of UiTM Sabah related to the location rental price that we have made as a business and our studio. Our main target for this time is only for UiTM Sabah students and staffs, and the residents of Sepanggar Area. Our potential prospects from Sepanggar Area are the resident of Taman Indah Permai, resident of Taman Sri Maju, students of Politeknik, the resident of IKP and resident of Bukit Sepanggar. Hopefully, we will grow and achieve our business in future which we will to conduct our business in every public and private university throughout Malaysia especially in Sabah. S. J. U. W Studio expected to be operational on 1st January 2013.

## EXECUTIVE SUMMARY

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- Name of the company : S. J. U. W Studio.
- Nature of business : Photographic and video.
- Location of the business : Inside of UiTM Sabah campus.
- Date of business : 1<sup>st</sup> January 2013
- Factors in selecting the proposed business: Harness the existence of business opportunities that can be performed even more so there is no competition that exists in our business location inside of UiTM Sabah.
- Future prospect of the business: Hopefully, we will be able to develop and achieve the aim of our business in future which is we will try to conduct our business in every public and private university throughout Malaysia especially in Sabah.

## PURPOSES OF BUSINESS PLAN

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This business plan is prepared by S. J. U. W Studio. For the purpose of:

- a) As a guideline in managing the business or the proposed venture.
- b) To evaluate the ability and existence of the competitors of this business.
- c) To evaluate the project viability and growth potential.
- d) To apply for loans or financial facilities from relevant financial institutions.
- e) State clearly the amount required and the purpose of the loan.
- f) To act as a guideline for the management of the proposed business.
- g) To allocate business resources effectively.

## VISION AND MISSION

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### VISION

Our business wants to be the most successful business in aspects specializes of photographic and videos using the tools of quality technology. S. J. U. W Studio will use high quality mode which different from regular people on taking a pictures and videos which are RAW and HD format. In this way, we will be able to provide services that would satisfy the needs and desires of our customers. S. J. U.W Studio will be introducing something new from time to time to new demographic groups with respect to our service network to ensure improvement and potential customers.

### MISSION

From the beginning to the end of all the aspects of production, we will promise the best service & quality associated with videos and pictures. At the same time, we also want to increase our loyal customers and provide opportunities for other entrepreneurs who want to become a franchise S. J. U. W Studio especially to the Native citizens. In future, we want to grow and achieve our business that we want to conduct our business in every public and private university throughout Malaysia especially in Sabah. Customer is very important for us that which we want to make the customer as part of our family and our innovation. Last but not least, we will attain our goal by achieving high providing services.