

UNIVERSITI TEKNOLOGI MARA
KAMPUS SUNGAI PETANI

DE' PARADISE SPA CENTRE

(PA 13)

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang di kendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

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Pelajar-pelajar berkenaan ialah:

1. Muhamad Rizani Hafiz b. Hassan
2. Mohd. Hafiz b. Othman
3. Nik Abdullah b. Jusoh
4. Maheran bt. Ghazali
5. Khaliza bt. Abd. Jalil

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
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INTRODUCTION

Our business is based on services, and we only focus at certain particular area and specialized in spa and sauna. We have set to name our business as “ De’ Paradise Spa Centre”. This is a partnership business consists of five shareholders who contribute for the equity of the business.

At De’ Paradise Spa Centre, we also provide other services besides those two main services. We do serve massage, reflexology, ‘mandi lulur’, ‘mandi susu’, aromatherapy, and consultation. Our business also provide packages consists of various items of the above services. This project will be commence on 01st January 2003.

Our business will took place at Lot 15-A, Miami Lane, 11100 Penang. It is a three storey building which we bought at a price of RM450000. De’ Paradise Spa Centre is situated on the right side of the main road to Batu Ferringhi and near the beach. It is after a t- junction to go to Batu Ferringhi or at Miami Lane.

We have choose this field due to the demands of the customers, especially the tourists. It is because Penang is well known as a convergent place of the tourists from outside the country and as well as the local people. Many tourists started to enjoy the spa and sauna services. In addition, we do believe that we can easily get the supplies for the raw materials toward our services, besides the cost of the raw materials are not that expensive. Furthermore, the location of the business did also influence us to get involve in this business because it is a suitable and strategic place to run a spa and sauna centre.

This type of business actually has potential as it is one of the competitive businesses if we know how to run it properly. What is important are the strategies as well as willingness to make it successful.

EXECUTIVE SUMMARY

Our business is “De’ Paradise Spa Centre”. It is all about the services related to spa and sauna. Examples of the services provided by our business are reflexology, massage, aromatherapy, ‘mandi lulur’, ‘mandi susu’, and also consultation. There are some packages which consists of various items of those services.

We choose to involve in this business because of the demands of the customers, especially the tourists from outside of the country and as well as the local people. As we well informed, Penang is one of the attractive place where many visitors convergent there. Therefore, there will be people who will come and try our spa centre. The location of the business is also influencing to choose the business. It is a strategic place because it is situated on the right side of the main road to Batu Ferringhi and near to the beach. Thus, the location is easily can be reached and realistic. Besides that, factors of supplies of the raw materials also make us to choose this business.

This business is a partnership business. There are five partners act as the shareholders as well as Board of Director of the business. The partners are Muhamad Rizani Hafiz as the General Manager; Maheran Ghazali as the Marketing Manager; Nik Abdullah Jusoh(Financial Manager), Khaliza Abd Jalil (Operational Manager), and Mohd Hafiz Othman (Administration Manager).

The business capital is amounted to RM 500000. We also have loan from Maybank Finance for RM 300000. The interest rate is 7.9%. Each partners has contribute for RM 87500 respectively, except for the General Manager who has contribute for RM 150000. De’ Paradise Spa Centre has 12 staffs; including four therapists, two ordinary workers, one receptionist and five managers.