



اَوْبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)  
BUSINESS PLAN : APHRODITE.CO**

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## **EXECUTIVE SUMMARY**

Aphrodite.Co is a partnership enterprise, providing services such as hair treatment, hair cut, styling, and many more to women. This business company has a founder as general manager, finance, marketing, and employees. To help the productivity of the company the employee divided into different sections. This saloon provided service or cutting hair and others. The employee that has recruited has good skill and is led by a professional hairdresser or stylist. In the future, we are targeting to compete with other competitors and attract more customers as we provide good services.

The privilege of our company, a special service where we can do all the treatment at the customer's house. Instead of them coming to our salon, we can bring the salon to their home. It's been a huge concern for every Muslim out here to get a haircut in a salon due to their aurah, even if the salon can make a special space that has a curtain on to cut their hair still, there is no other salon that provides services coming to the customer's house. This is one of the alternatives we want to share with all women, especially the Muslims. Besides, in order to fulfill the satisfaction of our customer we will contribute to them professional and skillful barber, massage therapists, aestheticians even the nail technicians.

Our company has already arranged for the financial plan of the sales forecast for 3 years from 2020. Our business capital sources come from our own collecting money and some loans. Our company will try our best to become the greatest salon ever and be known by all people.