



UNIVERSITI TEKNOLOGI MARA

V-Style Fashion

BUSINESS PLAN PROPOSAL



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EXECUTIVE SUMMARY

Our business plan is in term of business service area which known as "V-STYLISH". Our main activity in this business to provide hairdressing services with the skills and based on new current trends of fashion design that can meet our customer demand. By running this business, we can meet and satisfy our customer has needs and wants by changing their image that can help to create their confidence when dealing with other people.

Hair is an important asset for any individual regardless male or female. So our target market customers at Alamesra, Kota Kinabalu which are involving individual, resident, workmen, shopper and Higher learning Institution students who live at there. Our business will provide many of hairdressing services that can attract them to visit our beauty salon.

Apart from that, our business operation location will be at Alamesra, Kota Kinabalu. We choose this place because this area is very strategically to attract customers. Moreover, this area closes with the resident's area, working places and higher learning Institution.

V-stylish has assembled a strong management team that support our business plan. Our members in business are involved Diana Binti Baharuddin as General Manager and also as Financial Manager, our Operation Manager is Nurul Nazurah Binti Atu, Marketing Manager is Sofiah Binti Arip and last member that also contributed in our business is Zeann Danil as Administration Manager. We will be responsible for all the tasks process from raw material or input to customer or end users. Each of our members in business has hold own job in order to run the business.

In addition, our business will be set as a partnership business. We all agree to undertake a partnership business and jointly own the business and will carry out the business, share the capital, profits and all the losses that may occur in the future. All of us will contribute asset



DECLARATION

We certify that this business proposal does not to the best our knowledge and belief:

- I) Incorporate without acknowledge any material previously submitted for Diploma in any institution of higher education.
- II) Contain any material previously published or written by another person except where due reference is made in the text; or
- III) Contain any defamatory material we also grant permission for the library at university Teknologi Mara Kota Kinabalu Campus to make duplicate copies of our business proposal (ENT300).

Signature:

General Manager:

(Diana Binti Baharuddin)

Date: 11 April 2011