

UNIVERSITY OF MARA TECHNOLOGY
SABAH BRANCH

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP
JAN-APRIL 2011

MASS SAUNA & REFLEXOLOGY CENTRE

PREPARED BY:

MOHD AZELYEZAN SAIDIN
JALIRON KINBANGGI
NORZALTIERA ABD RAHIM

2008294144
2008294148
2008270206

DATE OF SUBMISSION
8 APRIL 2011

SAUNA & REFLEXOLOGY CENTRE

ENT300

- i. APPRECIATION & PROJECT SUBMISSION
- ii. ACKNOWLEDGEMENT

1.0 INTRODUCTION

- 1.1 Executive summary
- 1.2 Business Plan purpose
- 1.3 Background of Business
- 1.4 Company's name & Logo
 - 1.4.1 Description of Logo
- 1.5 Vision & Mission of Company
 - 1.5.1 Vision
 - 1.5.2 Mission
 - 1.5.3 Objective
- 1.6 Background of Partner
 - 1.6.1 General Manager
 - 1.6.2 Administrative Manager
 - 1.6.3 Financial Manager
- 1.7 Partnership term and agreement
- 1.8 Partners Approval

2.0 ADMINISTRATION PLAN

- 2.1 Introduction to the Organization
 - 2.1.1 Business Address
 - 2.1.2 Plan Location
- 2.2 Administration Objectives

1.0 EXECUTIVE SUMMARY

Nowadays, technological advancement has been increased from time to time to compete with global requirement. Thus, competitors are already in their move to launch product and services to serve 'hunger' people. In other words, competitors compete each other to get profit even if sometimes gain losses. Entrepreneurship acts as the movers of the economy which is involves business of products and services. Therefore, it is obvious if we said that an entrepreneur has their absolute right whether to deal with products or services to be known by others as they only have one goal which is business succession.

We can see the situation in many fields of businesses. For instant the businesses related with the health such as the business of Kelapa Dara, Spa treatment, and other health product, the competitions are very fierce and entrepreneurs have to have credibility to survive. However, businesses like sauna are very least and many of us actually cannot afford the services. Like the other health services, Sauna has its own story. It is actually first invented by Hippocrates, whereas he ever told "Give me the power to create a fever, and I shall cure any disease." This phrase has given him inspiration to create Sauna. Through Sauna we can gain many benefits. According to international steam therapy association, sweat-inducing treatments stimulate the immune system, improve circulation, and help the body to purge itself of impurities.

After we discuss, we manage to establish sauna and Jacuzzi business in which we believe that there is high potential behind it. We confirmed that, Sauna is the best way to win market demand as we know that the business is the least in Malaysia. Therefore, we predict that this business will run as we expected in order to get unbelievable profit in the long run. High awareness about the importance of health care in the community today have given us great opportunities to survive even better. Warm water has many soothing effects on the body. With the healthy steam of the sauna and the bubbling luxuriant warm water of Jacuzzi, many people will find health care services like this to gain health benefits. Moreover, the business is environment friendly as the steam that contains carbon dioxide (CO₂) will be filtered before being release to environment.

Jacuzzi hot tub bath is not just a simple bath and getting clean, but it is much more as it also stresses relief and mind calming way at the end of an exhausting working day. Furthermore, it sauna and Jacuzzi are for socializing, hydrotherapy and aromatherapy. There is no reason to deny it as it is the only way to cure various diseases without use medicine in which can affect the body thoroughly as well as brain in the near future. Therefore the name of our company will be 'MASS SAUNA ENTERPRISE'.

Other benefits of Jacuzzi are it has the added bonus of massaging jets that can work on different areas of the body. Furthermore, it is one of the ways to relax your muscles. It also can increase the heart rate and make blood vessels more flexible as the blood flow to the skin increased by 50-70% of the cardiac output. The blood brings nutrients to subcutaneous and surface tissue

1.1 BUSINESS PLAN PURPOSE

Mass Sauna Enterprise does have reasons why we take this business as opportunity.

First, we found that there is inconsistent of the Sauna system whereas the richest family background is the only one whom can afford and able to exercise it. So we take this as an advantage to ensure our prospective whether rich or poor are able to use this service wisely. We already calculate the risk in every aspect which involved management to ensure that our level of competencies always be a leader to guide us to meet our expectation.

Furthermore, the business has it own potential to move with high liquidity level of accessibility in the market. After do a research, we have determined the opportunity on how we are going to conduct this business efficiently. It makes sense since it approved by our business objective in achieving one goal.

Lastly, we wanted to facilitate systematical necessities service approach for the purpose of customer safety and health as well as to gain confident from them. We are also prepared them a very reliable food which to ensure they have to courage to eat them to refresh their body and mind after gone for sauna. We are very certain that through this approach, we are able to boost up their loyalty and determination to believe that sauna fulfill what they are demand for. Then, hopefully they acknowledge us as the most powerful business to compete with and help us to disseminate info about the existence