



UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

ENTREPRENEURSHIP (ENT300)

TICAY BEAUTONICA SALON



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COVER LETTER

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Miss,

Submission of Business Plan Proposal (ENT 300)

Refer to the subject stated above, we would like to submit the proposal of our final project paper for Fundamental of Entrepreneurship (ENT 300) subject.

2. This business plan was completed according to the guidelines and requirements given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which is started with general manager followed by the administration, marketing, operation, and financial aspects.

3. We are hope that our business plan that we recommended does fulfill your obligations. If there are any error or lack in any part are fully depends on us. Plus, we are appreciating to any comments or remarks on our project in order to help us to improve it and also to ourselves as well.

4. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Your sincerely,

(Nurul Izyan Afiqah Binti Johar)

General Manager,

Ticay Beutonica.

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1.1 EXECUTIVE SUMMARY

Ticay Beautonica is about beauty and care for every people who want to make their selves more confidence. Our business located at KSL City Mall LG-07, KSL City No.33 Jln Seladang Taman Abad, 80250 Johor Bahru, Johor Darul Takzim.

While there many beauty centers everywhere, Ticay Beautonica will excel due to its attention to detail regarding our users. Through unheralded users' attention, Ticay Beautonica will slowly but surely gain market share as it provide beauty services to the entire women and men, and will creating long-term relationship between customers and sellers.

Moreover, we are believed that we will successfully compete with our competitors in a few years ahead. This is because nowadays whether women or men, they are emphasizing about their confident level when encounter in public.

We, Ticay Beautonica, saw the opportunity that this business has the potential of success provided that it is handled efficiently. As we know, hair style is reflects a type of people. People have always need the confidence on appearance in their life. This is because without good appearance, they will have low confident level.

1.2 PURPOSE

As we know business plan is one of the tools that required to be prepared in order to open the business. Business plan is written documents which describe the purposed business to be undertaken in the comprehensive manner. It is also known as a project paper, working paper, business proposal or prospectus.

A business plan is a written summary of entrepreneur, purpose business venture; it's operational and financial detail, its target market opportunities and strategies, and its manager's skill and ability. The plan serves as an entrepreneur's road map on a journey toward building a successful business. It described the direction of the company is taking, what its goal are, where it's want the company to be, and how it's going to get there. They are many purposes of business plan as below:

- To give a chance to entrepreneur to view evaluate the business
- To make a research and evaluate whether the business are having profit or loss
- The venture capitalist, investor and banker in order to raise capital and obtain support for the venture
- As guidelines to routine management in the business
- To give management an opportunity for entrepreneur to assess, view an appreciate the business venture objectively, critically and practically
- To evaluate the project viability and growth potential

Hopefully this plan can be used to convinced the business achieve the target and gift a good profit.