

MARA UNIVERSITY OF TECHNOLOGY (UITM)
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

PERFECT CREATION'S BRIDAL

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1.1 EXECUTIVE SUMMARY

The business plan is for Perfect Creation, a bridal house which is located at Suria Sabah Mall, Kota Kinabalu. It is located at the ground floor of the shopping mall. Our bridal house provides bridal package, honeymoon package, make-up package and wedding photographs. We chose this type of business because there is a continuous demand for these services. Apart from that, this type of business is profitable. Perfect Creation's target is for those who want to get married and start a family. We guarantee our customer a memorable wedding.

We offer varieties of choices of wedding package with reasonable prices. Besides that, we supply services for all types of weddings. Other than that, we provide a unique and creative wedding designs.

We are a strong management team. Nancy Lasius Julian will be the general manager and operational manager. Administrative Manager will be Steffi Shirlerlynn Severin. Debbie Belinda Petrus will be the Marketing Manager. Shafizah binti Saleh will be the Financial Manager.

There are six workers in the operational department which consists of a make-up and hair dresser, photographer and staff who are responsible for the wedding decorations.

Perfect Creation's is a partnership business. Four of us agree to start a business and share the capital and profits.

2.0 INTRODUCTION OF ADMINISTRATION

Administration plan is made to show in details about what are the business mission and objectives. In this administration plan, organization structure is prepared to show who is in charged and what their responsibilities are.

Apart from that, a list of remuneration will be showed for each personnel position. In administration, the General Manager and Operational Manager is Nancy Lasius Julian, Administration Manager is Steffi Shirlerlynn Severin , The Marketing Manager is Debbie Belinda Petrus and the Financial Manager is Shafizah binti Saleh.

In administration plan, the salary, EPF and SOCSO will be counted for all the administration personnel.

This administration plan also cover on list of office equipment and supplies that are needed for administration. Budget of administration will be made based on capital expenditures, monthly expenses and other expenses.