



UNIVERSITY TEKNOLOGI MARA
SABAH CAMPUS
DIPLOMA IN TOURISM MANAGEMENT

ENT 300
(FUNDAMENTAL OF INTERPRENEURSHIP)

TITLE:

SNR BEAUTY CENTER

PREPARED FOR:

MR. KAMARULZAMAN ISHAK

PREPARED BY:

ROZILLAH BINTI MATSAHINI	2010138643
SITI NASRAH BINTI AHMAT MARIKAN	2010332443
NURSHIDA OMAR	2010117391

DATE OF SUBMISSION

06 APRIL 2013

Perpustakaan
Universiti Teknologi MARA
Sabah

TABLE OF CONTENT

SUBMISSION OF BUSINESS PLAN

ACKNOWLEDGEMENT

EXECUTIVE SUMMARY

1.0 INTRODUCTION

1.1 COMPANY LOGO

2.0 PURPOSE

3.0 BUSINESS BACKGROUND

4.0 BACKGROUND OF PARTNERS

4.1 PARTNERSHIP AGREEMENT

4.2 PICTURES OF CONTRIBUTION

5.0 INTRODUCTION OF ADMINISTRATION PLAN

5.1 COMPANY'S VISION AND MISSION

5.2 COMPANY'S LOCATION

5.3 COMPANY'S LAYOUT

5.4 WORKING HOURS

5.5 ORGANIZATIONAL CHART

5.6 ADMINISTRATION PERSONNEL

5.7 TASK DESCRIPTION

5.8 SCHEDULE OF REMUNERATION

5.9 OFFICE EQUIPMENT

5.9.1 OFFICE FURNITURE

5.9.2 OTHER OFFICE EQUIPMENT

5.9.3 OTHER EXPENDITURE

5.10 ADMINISTRATION COST

5.11 ADMINISTRATION BUDGET

5.11.1 SUPPLIERS

5.12 WORKERS INCENTIVE SCHEMES

6.0 INTRODUCTION OF MARKETING PLAN

6.1 PRODUCT OR SERVICE DESCRIPTION

6.2 TARGET MARKET

6.3 MARKET SIZE

6.4 MAIN COMPETITOR

6.5 MARKET SHARE

6.6 PRICE LIST

- 6.7 SALES FORECAST
- 6.8 MARKETING STRATEGIES
- 6.9 MARKETING BUDGET
- 7.0 INTRODUCTION OF OPERATIONAL PLAN
 - 7.1 PURPOSE OF OPERATIONAL PLAN
 - 7.2 OPERATION STRATEGIES
 - 7.3 SYMBOLUSED IN THE PROCESS CHART
 - 7.4 OPERATION FLOWS CHART
 - 7.5 LIST OF OPERATION PERSONNEL
 - 7.6 TASK DESCRIPTION
 - 7.7 FURNITURE & FITTING
 - 7.8 SUPPLIERS
 - 7.9 PETTY EXPENSES
 - 7.10 UTILITIES BUDGET
 - 7.11 OPERATION OVERHEAD
 - 7.12 CARRIAGE INWARD & DUTY
 - 7.13 OPERATION BUDGET
 - 7.14 SHOP LOCATION
 - 7.15 OPERATION HOUR
- 8.0 INTRODUCTION OF FINANCIAL PLAN
 - 8.1 OBJECTIVE
 - 8.2 PURPOSE OF FINANCIAL
 - 8.3 SOURCE OF FINANCIAL
 - 8.4 SALES PROJECTION
 - 8.5 ADMINISTRATIVE BUDGET
 - 8.6 MARKETING BUDGET
 - 8.7 OPERATIONAL BUDGET
 - 8.8 IMPLEMENTATION OF COST AND SOURCE
 - 8.9 DEPRECIATION
 - 8.10 PRO-FORMA INCOME STATEMENT
 - 8.11 PRO-FORMA BALANCE SHEET
 - 8.12 PRO-FORMA CASH FLOW STATEMENT
 - 8.13 FINANCIAL STATEMENT
 - 8.14 FINANCIAL STATEMENT

APPENDIX

EXECUTIVE SUMMARY

We SNR BEAUTY CENTRE in tend to start a business by selling a product called JUICY BEAUTY ORGANIC. For example JUICY BEAUTY SKIN CARE, JUICY BEUTY SHOWER GEL, JUICY BEAUTY MAKE UP and so on. We want to sell beauty product from organics as the main ingredients, because this type of product nowadays are popular and safe to use. Every day, almost 64% chemicals we absorb to our body. Starts with facial skin care to body shower and shampoo, and make up. This is because, we used different type of product to our body and surprisingly nobody really knows the effect of chemicals to us. That is why we decide to sell a product from organics. We want to help our customer to have good benefits from our beauty product without using unhealthy ingredients. Because of our body easy to absorbs chemical and damaged our body, we want our customer to became more healthy while using our product. Instead of using harmful ingredients we use healthy ingredients.

This business venture will start on 01. JANUARY 2014 and we intend to employ people to fill the following positions in our company:

POSITION	NUMBER OF STAFF
General Manager	1
Financial Manager	1
Operational Manager	1
Marketing Manager	1
Administration Manager	1
Clerk	2
General Worker	2
Cleaner	1
Cashier	1

Our company is located at 1 BORNEO which is near from our competitor. Our competitors are as follows:

- i. Tony Moly
- ii. Etude House
- iii. Elianto
- iv. The Face Shop

Our competitors have the following strengths:

1. Strategic place
2. Many branches
3. Well know

They also have weakness

1. Non eco friendly
2. Pricing
3. Limited stock

However, we notice that they are several opportunities that we can take advantages. Nevertheless, we acknowledge they are several risks involve like customer feedback from our product and decreasing buyers .The following are the threats to our company: WE ALSO CARE

We intend to introduce our product to our prospects and customers by doing a special promotion on the 1st day we launching, brochures, fliers, and booths about our product. We are aware of the effectiveness of word-of-mouth marketing and social networks to promote our products.

In order to increase our publicity and create more awareness for our product, we would like to borrow RM 50,000.00 so that we could buy the office equipment and furniture.