



UNIVERSITI TEKNOLOGI MARA  
SARAWAK

CAMPUS SAMARAHAN 2

FACULTY OF APPLIED SCIENCES

DIPLOMA IN SCIENCE (AS120)

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT 300)

FINGERS.. TOES.. PERFECTION

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FINGERS... TOES... PERFECTION...

Fingers...Toes...Perfection  
3<sup>rd</sup> floor of The Summer Mall,  
94300 Kota Samarahan,  
Kuching Sarawak

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Madam Siti Mardhinah Binti Haji Hamid,  
Lecturer (ENT 300),  
Universiti Teknologi Mara Sarawak,  
94300 Kota Samarahan,  
Kuching Sarawak

19 MARCH 2014

Dear Madam,

Re: Submission of Our Business Plan

As partial requirement of the ENT300 - Fundamentals of Entrepreneurship subject, i am Fannyca Binti Asai as the General Manager of Fingers... Toes... Perfection., acting on behalf of my fellow group partner is obliged to submit a Business Plan project for your reviewing purpose.

2. For this purpose, we have decided to do a manicure and pedicure services through our company Fingers... Toes... Perfection... We chose this type of business since there is plenty of business opportunities and potentials in this industry in the area of Kota Samarahan and residence area. Besides that, these areas are a populated and commercialized area with a strategic geographical location.

3. As such we submit to you the report on Business Plan for your approval. We would like to record our thanks and appreciation to madam. We anxiously hope that it will meet your expectation and that you will be satisfied with the proposed Business Plan.

Your time and support is highly appreciated.

## **INTRODUCTION**

Fingers...Toes...Perfection company is partnership is in form enterprise which consists of five members who are general manager, operating manger, marketing manager, administrative manager and financial manager. We had chosen this kind of business because of limited manicure and pedicure services in Kota Samarahan areas. Our company is located at 2<sup>nd</sup> floor, The Summer Mall, Lot 1396-1403, Lot 108, Block 1, Samarahan Land District Jalan Dato Mohd Musa, 94300 Kota Samarahan, Sarawak. The services will be opened daily from 10.00 am to 6.00 pm and will be closed on Sunday.

This type of services is choosing because it is in high demand for everyone nowadays that concern about their appearance. Before commencements of the business, the company will need to apply a trade licenses from related authorities due to organisation location. The company must be registered and organised by the particular department in the government.

Moreover, we have to know and recognised the needs and demand of the customers in other to satisfy them because our customers are our priority. This will be achieved by providing natural products and high quality services to our customers. If the demand are fulfilled the company can maximised the profit from the business and increases the number of customers. Also to run the company, a sufficient amount of workers are needed to produce high quality and standard of service and to maintain the operation place in the long term. The workers must have adequate qualification and knowledge in providing service to the customers. All these qualifications are required in other to provide service that along with quality and meet the customers' expectations.

Last but not least, the standard needs to be prepared before commencing the business. All the major aspects of planning, organizing, leading and controlling the strategies have to be considered to ensure the proper management of the business in obtaining and achieving the goals of the company.

FINGERS... TOES... PERFECTION...

### **NATURE OF BUSINESS**

Our company provides manicure and pedicure services for the customers who are interested and care about their beauty or health. Our manicure and pedicure services are Manicure & pedicure services nail buffering, nail hardening, nail base polishing, nail polishing, nail trimming, nail moisturizers, nail-care lotions, nail hardening creams, nail art and other services is henna art drawing.

### **PURPOSE OF THE BUSINESS PLAN**

Business plan is a written document, which described the proposed business or project to be undertaken in a comprehensive mannerist also known as working paper, business proposal, project paper or prospectus. The information gathered regarding the project is used in the Business Plan to predict viability, forecast success and propose strategies for the project. the audience of the business plan is entrepreneurs, investors, workers, financial institutions, suppliers, customers and company staff.

This business plan is prepared for the purpose of obtaining working capital loan from Bank Simpanan Nasional for the amount of RM 70, 369.00.

This business plan is used as a guideline for managing the proposed business venture. In preparing the Business Plan, the entrepreneur has thought out and laid down the plan and strategies for running the venture. When the venture becomes a reality, the plan and strategies outlined in the Business Plan will be important benchmark to help the entrepreneurs gauge his progress.