



UNIVERSITI TEKNOLOGI MARA
CAWANGAN SABAH

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
LENS-ART

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EXECUTIVE SUMMARY

INTRODUCTION

LENS-ART is a company owned by young entrepreneurs whom have interest in operating a successful business in the photography industry. The idea to open the business came from five of the young entrepreneurs themselves where they have an interest in creating something new which is creative and different from other photography services in the market. What makes our company different from other companies is that we offers uniqueness to the customer where we printed pictures on canvas instead of putting the picture in frame.

In this era of globalization, photography industry is getting more popular throughout the world including Malaysia. Photographer is the in thing where every events demands a photographer. Therefore, the company's aim is to produce an extraordinary outcome that will attract the customers to seek for our service. Our photography service offers packages such as weddings, birthday, aqiqah and graduation. This service is suitable for everybody from all ages and it is meant to be memories that will last forever.

The business name is "LENS-ART" which is the combination of lens and art. This business consists of five partners. Each of our partners had contributes certain amount of capital as agreed in the partnership agreement. Each one of them provides new and creative idea in order to improve our business. Our business concept is created based on the entire business shareholder decision making and thinking what is the best for our business planning. LENS-ART Company is located at Alamesra Branch, Blok C, Lorong Plaza Permai 1, Alamesra Sulaman Coastal Highway, 88400 Kota Kinabalu, Sabah.

Lastly, we agreed that Farah binti Adam Cheong as our General Manager, Nur Sabrina binti Azmi as Marketing Manager, Nur Hidayah binti Bakti as Administrative Manager, Nurul Fatin binti Kamalludin as Financial Manager and Nor Aznie Shafira binti Muhd Shah as Operational Manager. The selection of General Manger is based on consensus among all the partners and selected based on experience, skills and abilities.

PURPOSE

Business plan prepared by “LENS-ART” business is a set of organization which conclude the strategy and further planning of the company towards reaching the goals. It contains business background, vision and mission and also our business target to success.

One of the purpose of business plan is to ensure the steps will be taken to lead towards the business goals. Every company’s plan and strategy would help in the growth of the positive progress. Business plan is one of the guideline throughout the process and also can be a platform to our company in reaching the goals. It is also will help on every possibilities the undergoing in our company and manage to reduce the potential risk throughout the business process.

Moreover, business plan also concludes the financial matters in our company. During the making of the business plan we get the chance to estimate the company’s budget and financial problem. Our business does have our saving that we have state in our partnership agreement to start up our business.

Lastly, the business plan is important to start up a new company because it acts as a guidelines for the organization and management of the company. This will prevent from making the mistakes and maintain the stability of the business. It also helps the works to run smoothly and success.