



اوتبورسييتي تيكولوغي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN**



**BARBERIAN HAIRCUT**

**PREPARED BY,**

**FACULTY AND PROGRAM : FACULTY OF CIVIL ENGINEERING (EC110)**  
**GROUP : EC1104D**  
**SEMESTER : 4**  
**PROJECT TITLE : BARBERIAN HAIRCUT BUSINESS PLAN**  
**GROUP MEMBERS :**

NO.	NAME	STUDENT'S ID
1.	ALVIS ANAK AUGUSTINE	2017219322
2.	AUSTIN EMBAS AMAN	2017207488
3.	BRAD MARX ANAK THOMSON	2017252982
4.	CLARENCE ANAK NUBUN	2017224088
5.	NOR ARIF BIN SAHARUDDIN	2017253166
6.	SEBASTIAN ISAAC ANAK KULING	2017207178

**PREPARED FOR,**

**MADAM SITI MARDINAH**

**SUBMISSION DATE**

**21<sup>ST</sup> MAY 2019**

## Table of Content

	<b>Page Number</b>
<b>1.0 Executive Summary</b>	1
<b>2.0 Introduction</b>	2
<b>3.0 Purpose of Business Plan</b>	3
<b>4.0 Business/Company Background</b>	4
<b>5.0 Partners/Shareholders Background</b>	5 - 10
<b>6.0 Marketing Plan</b> 6.1 Service Description 6.2 Target Market 6.3 Market Size 6.4 Competitors 6.5 Market Share 6.6 Sales Forecast 6.7 Marketing Strategies 6.8 Marketing Budget	11 - 23
<b>7.0 Operation/Production Plan</b> 7.1 Process Planning 7.2 Operational Layout 7.3 Production Planning 7.4 Material Planning 7.5 Machine and Equipment Planning/Furniture and Fitting 7.6 Manpower Planning	24 - 40

## 1.0 Executive Summary

Our company goes by the name of Barberian Haircut which provide a service mainly to students and staffs of UITM Kampus Samarahan 1&2. Our company will be providing hair cutting service as well as facial wash at an affordable price which makes our business differ from others. The main reason we want to open up a barbershop here in this campus is because we want to ease the customer who are having a hard time when they need a haircut.

Our business is in the form of partnership. There are six members in a group and our business will start on 1<sup>st</sup> of January 2019. Each member are appointed as below:

NAME	ROLE
AUSTIN EMBAS AMAN	GENERAL MANAGER
NOR ARIF BIN SAHARUDDIN	ADMINISTRATION MANAGER
SEBASTIAN ISAAC ANAK KULING	MARKETING MANAGER
BRAD MARX ANAK THOMSON	OPERATIONAL MANAGER
ALVIS ANAK AUGUSTINE	FINANCIAL MANAGER
CLARENCE ANAK NUBUN	FINANCIAL MANAGER

First of all, the Administration Manager will be in charge of the office coverage. He would plan and coordinate administrative procedures of our barbershop to make sure everything that is necessary will be included to run our business.

Next, the Marketing Manager will play the role as a promoter to promote our business with effective marketing plans that can guarantee lots and lots of customer. He would make sure our company has a place in the market.

Our Operation Manager will make sure that the workers are equipped with good working etiquette so that they would treat the customers politely. He will be monitoring the workers once in a while to make sure the barbershop is in safe hands.

Besides, both of our Financial Manager will be controlling the development of our financial management. They will minimize any financial risk such as bankruptcy and provide financial related information of our service.

## **2.0 Introduction**

### **2.1 Name of Company**

The name of our company's name is Barberian Haircut. We choose this name because it is a unique name for a barbershop. "Barberian" refers to the barber itself and "Haircut" means giving a haircut. So all together the meaning is a barber giving a haircut.

### **2.2 Nature of Business**

Our main activity is mainly giving a haircut. Anyone who wants a nice haircut and maybe a facial wash can drop by at our barbershop. The staffs of UITM Kampus Samarahan 2 are also welcomed as well as outsiders who is in need of a haircut. The reason why we want to open up a barbershop in this campus is to provide a low budget service to the students.

### **2.3 Name of Partners**

This business is founded by six individuals. Lets start with the highest position. Austin Embas Aman as the General Manager. Nor Arif bin Saharuddin as the Administration Manager. Sebastian Isaac anak Kuling as the Marketing Manager and Brad Marx anak Thomson as the Operational Manager. Last but not least, Alvis anak Augustine and Clarence anak Nubun as the Financial Managers.

### **2.4 Location of the Business**

The premise is located at the Youth Floor of Universiti Teknologi MARA (UITM) Cawagan Sarawak, Jalan Meranek, 94300 Kota Samarahan. The location is quite strategic as we are targeting students who do not want to leave this campus just to have a haircut. Other than that, staffs or even outsiders can come and have a haircut as well. Students does not even need transportation because our barbershop is just a walking distance away.

### **2.5 Date of Business Commencement**

We had registered our business on the 4<sup>th</sup> of July 2018. Our business starts on the 1<sup>st</sup> of January 2019

### **2.6 Future prospects of the Business**

We want to be the preferred barbershop among the population of Kota Samarahan. After a while, we would love to have a few more branches in other strategic location mainly focusing on giving haircut service to students.

### **3.0 Purpose of the Business Plan**

1. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.

With the business plan, the entrepreneur will be able to think and consider things based on the objective of the project and help them choose a wiser choice. The entrepreneur also can use the Business Plan as a guide to ensure there is a more solid and well-rounded information to prepare for the planning and decision making process. This way the entrepreneur has a more realistic business plan that might eventually work.

2. To analyze the viability of a proposed venture

The viability of a proposed venture can be determined by the help of the Business Plan. Business Plan would be helpful as it has the information and analysis of a certain project. This clearly can give an early indication for the viability of a project. Thus, it is up to the entrepreneur whether to invest for the proposed venture.

3. To convince relevant parties of the investment potential of the project

Potential investors for a proposed venture include financial institutions, private or individual investors, suppliers and government agencies. By referring to a Business Plan, we are convincing the relevant parties as in the potential investors about the viability of a proposed venture. The Business Plan can boost the confidence of interested parties to finance partially or fully the cost of the proposed venture.

4. As a guideline for managing a business

The Business Plan can be a helpful guideline for managing the proposed venture. During the planning and preparation of the Business Plan, the entrepreneur had plan all the possible strategies to run the venture. So, when the venture becomes a reality, the Business Plan can contribute a lot to the entrepreneur as it can be a reference for them.

5. To allocate business resources effectively

By using the Business Plan, any wastage can be avoided. Usually a small business has limited resources at their disposal. Thus, these resources need to be allocated effectively. Business Plan can help to settle this kind of matter to ensure optimum returns on investment. Basically, the Business Plan can be used to do the planning, distribution and monitoring of these resources.