

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

ROMBITUON DANCE ACADEMY
BLOK G, SHOPLOT 52,
89507 PENAMPANG,
SABAH.

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TABLE OF CONTENTS

TITLES		PAGE
	Preface	
	Acknowledgment	
1.0	Introduction	1
	1.1 Mission Statement	2
	1.2 Company's Name and Logo	3
2.0	Executive Summary	5
3.0	Business Plan Purposes	6
4.0	Business Background	7
5.0	BACKGROUND OF OWNERS	
	5.1 Profile of General Manager	8
	5.2 Profile of Administrative Manager	9
	5.3 Profile of Finance Manager	10
	5.3 Profile of Marketing Manager	11
	5.4 Profile of Operational Manager	12
	Letter of Partnership Agreement	13
	 ADMINISTRATION PLAN	
6.0	Introduction of Organization	17
	6.1 Organization of Objective and Strategy	17
	6.2 Organization's Missions	18
	6.3 Organization's Visions	19
	6.4 Business Address	20
	6.5 Location of the company	20
	6.6 Factors selecting of Location	21
	6.7 Office layout	24
	6.8 Organizational Structure	25
	6.9 Working Hour	28
	6.10 Schedule of task and Responsibilities	29



1.0 INTRODUCTION

Dancing is a form of art that are generally associated to the movement of the body, usually rhythmic and to music, that are used a form of expression, social interaction for presentation purposes in a performance setting. With the introduction of reality based dancing-entertainment program shows in the television such as. "So you think you can dance?", "Sehati Berdansa" and "Dancing with the Star". It had somehow manage to attract the attention of the society or public as a whole on the art of dancing. The societies are now becoming more open in expressing themselves through dancing. So with that, we took this opportunity to create a platform for them to enhance and hone their dancing skills by starting this dancing academy.

The name of our business is Rombituan Dance Academy with the main objective of providing dancing lesson services. Our business offers dancing courses and classes range from traditional to modern dance.

The outlet is located at Blok G, Shoplot 52, Donggongon Square, 89507 Penampang, Sabah. The location is strategic because there is high demand to learn dancing from the community especially citizen around citizen around the Penampang area. We plan to start our business on the 1st June 2009.

Better market coverage and a lot of demands are the two major factors, which influenced us to choose this business. Overall, the prospect of this business looks very promising in the future, as we expect that there will be continuing high demand for this business.



1.1 MISSION STATEMENT

Rombitoun Dance Academy strives to provide quality dance instruction while ensuring each dancer has an enjoyable and memorable experience. Rombitoun Dance Academy is also committed to the art of dance. Our professional and educated instructors provide a fostering, yet challenging, environment where each student can learn and grow not only as a dancer, but as a creative thinker and artist.

Whether a student chooses a life path that involves dance or not, we feel that every student who leaves our studio will enter the world as a sincere individual with strong character. Our goal is to allow each dancer to experience the elements of dance; confidence, coordination, creativity, grace, musicality, rhythm, self-esteem, technique, an appreciation for music and dance.



Providing Quality Technique



Encouraging Artistic Expression



Creating Lifelong Memories



2.0 EXECUTIVE SUMMARY

Name of the Company : ROMBITUON DANCE ACADEMY

Nature of Business : Providing courses and classes for dancing lessons.

Location of the Business : Blok G, Second Floor, Shoplot 52,
Donggongon Square,
89507 Penampang, Sabah.

Date of Business Commencement: 1st June 2009.

Factor in selecting the proposed business:

- To maximize profit and minimize cost.
- To grab the opportunity by catering the demand of the local community who are interested in learning to dance
- To promote and introduce dancing as a healthy activity and lifestyle.

Future prospects of the business:

- To expand the business by having several Rombituan Dance Academy branches in Sabah.
- To expand the business by offering other additional services like event management, costumes rental, and much more varieties of dancing classes.
- To increase profits every year.
- Continually promote Rombituan Dance Academy among the Sabahan people.
- To make Rombituan Dance Academy as one of the popular dance academy in Sabah.