



UNIVERSITI TEKNOLOGI MARA SARAWAK  
KAMPUS MUKAH

MGT361 INTRODUCTION TO INTERNATIONAL BUSINESS

BUSINESS PLAN:

BORNEO LEGACY STUDIO DANCE & FITNESS

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SUBMISSION DATE: 23<sup>TH</sup> SEPTEMBER 2015

## **SUBMISSION LETTER**

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23<sup>rd</sup> September 2015

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Madam,

### **RE: SUBMISSION OF BUSINESS PLAN REPORT**

Based on the mentioned above, we had completed our Business Plan Report and we would like to submit it. The studies and research had been done according to the guidelines and procedures.

2. We appreciate your kindness in guiding and advising us throughout this process of completing the business report, therefore we would like to thank you. Without your guidance, we might not be able to be in the right track and produce a good proposal.

## EXECUTIVE SUMMARY

Borneo Legacy Dance and Fitness is a partnership business that consists of four partners where they share the same interest and passion in dancing. The four partners are the General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager.

Borneo Legacy Dance and Fitness is a business mainly based on providing services. Dancing is part of our service. The service will need the trainer to run the business. Dance and fitness services will include PA system such as mixing speaker and laptop. We also have mini cafeteria in the studio which prepared fresh juices and isotonic drink for our customers.

We also willing to get the feedback from the customers regarding to our poor services so that we can improve our quality of services based on customers' expectation.

We have decided that our location to be at Desa Ilmu, Kota Samarahan. It is a strategic and developing place where it is near to the Desa Ilmu Resident itself and colleagues such as UiTM, UNIMAS and Maktab Perguruan.

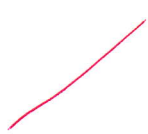
We expect to increase the number of customers and gain profit. We aim to be one of the famous fitness studio in Sarawak. We hope in the future we will have good reputations among customers in Sarawak and to open up more branches.

## **INTRODUCTION TO BUSINESS PLAN**

The business plan of Borneo Legacy Studio Dance & Fitness is proposed so that it can be taken by comprehensive manner. This business plan gives us the opportunity to assess on business industry in the future. We decided to form a partnership business which is providing the dance and fitness services. Our business also consists of four shareholders.

All shareholders had agreed as stated in the agreement letter that mention about the capital, contribution, loss and profit of the business. We choose this business because it shows the equality and no one will discriminated as the profit or losses are equally divided as stated ratio and the financial manager will announce whether the business will gain how much profit or loss by the end of the year operation.

In conclusion, the partnership is an excellent option for us to take part in because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high quality services from time to time.





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