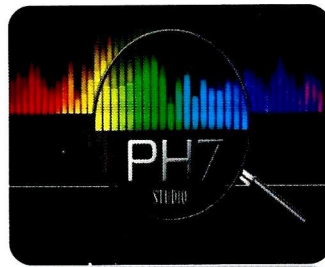




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FUNDAMENTALS OF ENTREPRENEURSHIP

“PH7 STUDIO”



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Finally, we would like to thanks our family who has given us support some information and guidance. We hope this business plan will give the benefit to all of us and also could encourage the students to involve in this type of business in the future.

Thank you,

You're sincerely,

General Manager

(GARY AK JOSEPH)

PH7 Studio

EXECUTIVE SUMMARY

PH7 Studio is a partnership business which is owned by us. Each member of our group have decided to venture a music business and all are agreed in contributing a certain amount of capital in order to start this business. Our main business activity is to offer a recording services, providing a place for music practice and music instrument rental services for any event at a very affordable prices range. Our business will be located at Tabuan Supreme, Kuching and we hope to run our business at January, 2015.

All partners are required to participate in all business management. We have agreed and appointed **Gary Ak Joseph** as the General Manager, **Mac Vvy Agok Ak William Ungku** as the Administration Manager, **Daneal Ujoh Ak Anthony** as the Operational Manager, **Hardiansyah Bin Ismail** as the Marketing Manager, and **Terry Mcqueen Ak David Goh** will be the Financial Manager.

The management team will be led by the General Manager, with the help of other manager in business management process. The general manager is responsible in controlling, leading, organizing as well as plan the entire business. The administrative manager will responsible in doing all jobs relating to office administration. The marketing manager will be responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operation of our business is controlled and monitored by the operation manager.

Last but not least, the financial manager will be the one who will handle the financial matters such as preparing for the budgets and financial statement for the each department.

INTRODUCTION TO BUSINESS PLAN

A business plan is a document or a formal statement where it describes a project which will be taken under comprehensive manner. It is very important to construct a business plan because it is used to explain any activities, marketing strategies, financial plan, operation and others that are related to the business. This will help to guide entrepreneurs managing their business effectively.

PH7 Studio is a business that ventures in services which related to music industry. This business has been agreed by all the partners of the business based on the study which we conduct amongst people in Sarawak. All partners have agreed to abide to all terms of the partnership and contribute some equity contribution according to the allocated shares. By this way, we are able to share all profits as well as contribute ideas, and knowledge in order for the business to constantly achieve high productivity and receive a good feedback from our customers.

The main reason of the existence of PH7 Studio is to give out the best service which are affordable to our customers. There are many cases where talented bands or singer cannot afford to pay a very high price for a recording services, especially teenagers. Therefore, we believe if we ventures in this business, we will have a very good profit since this service is highly demand by the teenagers. This might attract the interest of the customers to try on our services since it is differs than the others. With our business philosophy, we believe that we can give an impact on our competitors in Kuching area such as Seventh Tribe Studio and Borneo Jamming Studio.

Customers can either choose to track song in our studio with real instrument or by MIDI program, which means musical instrument such as drums or keyboard will be track digitally in DAW (Digital Audio Workstation). Our customer can also choose to have their self-recorded track to be mixed or mastered by our own recording engineer.