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TEKNOLOGI
MARA

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UNIVERSITI TEKNOLOGI MARA, KUALA PILAH CAMPUS

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP



SINGING SPOT
PREPARED BY

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TABLE OF CONTENT

NO.	CONTENT	PAGES
	TABLE OF CONTENTS	2-3
	EXECUTIVE SUMMARY	4
1.	INTRODUCTION 1.1 BUSINESS DESCRIPTION 1.2 FACTORS IN SELECTING THE PROPOSED BUSINESS (THE OPPORTUNITY) 1.3 FUTURE PROSPECTS OF THE BUSINESS 1.4 PURPOSE OF PREPARING BUSINESS PLAN	5-7
2.	BUSINESS BACKGROUND 2.1 BUSINESS PARTNERS BACKGROUND 2.2 BUSINESS LOCATION	8-16
3.	ADMINISTRATION PLAN 3.1 INTRODUCTION TO THE ORGANIZATION 3.2 ORGANIZATION CHART 3.3 ADMINISTRATION PERSONNEL 3.4 OFFICE EQUIPMENT & SUPPLIES 3.5 OFFICE FURNITURE AND FITTINGS 3.6 ADMINISTRATIVE BUDGET	17-26
4.	MARKETING PLAN 4.1 MARKETING OBJECTIVES 4.2 SERVICE DESCRIPTION 4.3 TARGET MARKETS 4.4 MARKET SIZE & SALES FORECAST 4.5 COMPETITOR ANALYSIS & MARKET SHARE 4.6 MARKETING PERSONNEL SCHEDULE (INCLUDE TASK & RESPONSIBILITIES) 4.7 REMUNERATION SCHEDULE 4.8 MARKETING MIX	27-37

TABLE OF CONTENT

NO.	CONTENT	PAGES
5.	OPERATIONAL PLAN 5.1 PROCESS PLANNING 5.2 OPERATION LAYOUT 5.3 PRODUCTION/CAPACITY PLANNING 5.4 MATERIAL REQUIREMENT PLANNING 5.5 MACHINE & EQUIPMENT PLANNING 5.6 LOCATION 5.7 BUSINESS AND OPERATION HOURS 5.8 OPERATION PERSONNEL SCHEDULE 5.9 REMUNERATION SCHEDULE 5.10 PERMIT/LICENSES REQUIREMENT	38-50
6.	FINANCIAL PLAN 6.1 OPERATIONAL BUDGETS (ADMINISTRATION BUDGET, MARKETING BUDGET & OPERATION BUDGET) 6.2 PROJECT IMPLEMENTATION COST & SOURCES OF FINANCING 6.3 LOAN AMORTIZATION REPAYMENT SCHEDULE 6.4 HIRE - PURCHASE REPAYMENT SCHEDULE 6.5 PRO-FORMA INCOME STATEMENT 6.6 PRO-FORMA BALANCE SHEET	51-64
7.	CONCLUSION	65-66
8.	APPENDICES	67-73
9.	REFERENCES	74-75

EXECUTIVE SUMMARY

Singing Spot is a karaoke center that provides entertainment services to customers with good service quality and customer friendliness. We focus on providing entertainment programs and at the same time comply with sharia. As far as we know, most of the customers who come to our karaoke center are students, university students, adults, and even families. Although our karaoke center is still new, we consider various factors in order to be able to compete with other karaoke centers and then become the best karaoke center in Malaysia in providing entertainment programs. Nowadays, most karaoke centers are not very friendly to Muslim customers. So, we take this opportunity by providing a prayer room and halal food to all Muslim customers. This will be one of the attractions in promoting our karaoke center besides excellent service and fast. In addition, our business is run by 5 managers namely the general manager, administration manager, marketing manager, operation manager, and financial manager. Each of them plays an important role in ensuring that the business runs and remains productive. To attract more customers, we run our business in city areas. So, our business is easy to access and grow. Our karaoke center is in the shop lot and close to restaurants, schools, and residents. So, we are confident that we can get many customers and thus achieve our targets in terms of productivity and income. With the services that we provide, we are confident that our business will grow quickly. This is because we provide the best service to customers, for example, friendly service, reasonable prices, the best karaoke system, strict privacy care, and a comfortable karaoke room. In addition, our specialty in providing services is the service that complies with sharia. We take our customers' privacy very seriously. customers do not need to worry about their privacy because customer privacy is our priority. This is the most important factor in continuing this entertainment-based business. finally, we hope that Singing Spot can continue to provide the best service of entertainment for Malaysians, especially the community in Kuala Pilah. We are also confident that customers will always increase from time to time. Therefore, we plan to expand our karaoke center and add branches throughout the country and be able to penetrate the international market.

1.0 INTRODUCTION

1.1 BUSINESS DESCRIPTION

Name of Business	SINGING SPOT
Business Address	Jalan Melang, Taman Melang, 72000 Kuala Pilah, Negeri Sembilan
Business Legal Entity	Partnership
Nature of Business	Service Business
Social Media	<i>Instagram: @singingspot.kp</i>
Email Address	singingspot.kp@gmail.com
Telephone Number	06-482 1202

1.2 FACTORS IN SELECTING THE PROPOSED BUSINESS (THE OPPORTUNITY)

- After doing some research and surveying, no entertainment center was available in Kuala Pilah Town.
- Higher chances to gain customers from various age ranges.
- Has potential for growth.
- The place is strategic.