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Executive Summary

1.0 Introduction

D'urban salon is a hair saloon located in Miri City that allows the entire family to have their hair needs satisfied in one convenient location. D'urban serves men, women and children and accepts appointments as well as walk-ins. D'urban is able to serve the entire family in one quick, convenient visit.

While there are many “quick saloon” like D'urban saloon, D'urban will excel due to its attention to detail regarding the customer service. Through unheralded customer attention, D'urban will slowly but surely gain market share as it services entire family, creating long-term relationships. Lastly, D'urban will allow it to attract a lot of walk in traffic.

People across Malaysia have decided to use our services when they need to fulfill their hair need, for example to have their hair cut or to make over their appearance through different hair style. D;urban has foreseen their opportunity to provide the finest and highest quality of haircut and styling to all people, despite their age or gender. This has shown that D'urban has the calibre to be one of the most successful hair saloons in Malaysia.

We, D'urban saw the opportunity that this business has the potential of success provided that it is handled efficiency. The people always needed to take care of their hair, as their hair reflects the personality and to help them to feel more confidence and comfortable. D'urban sees this as a way to prosper in this market, by taking advantage of all these people's need

1.1 Purpose

This business plan is prepared to convince venture capitalists, investors and bankers to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so that D'urban will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank.

D'urban has asked from Bank Simpanan Nasional for a loan up to RM50,000 so that it can build itself in this business. The other RM50 000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM10,000 each.

The financing will be used to purchase a started up assets like saloon equipment, furniture and fittings, store front and artwork, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. D'urban has all the ingredients to be one the best in the business. We have set out our entire target in order to be successful. This business plan will includes company background, administrative plan, marketing plan, operational plan, and also the most important, the financing plan of the business.

D'urban will fully utilise all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. D'urban is completely confident that it will be able to pay the loan back including the interest payment in the loan given.

2.0 Introduction

Marketing is a social and managerial process by which individual and groups obtain what they need and want through creating and exchanging products and values with others as long as the activity are in line religious and ethical practices.

Marketing plan is important for the guidelines how to implementation activities and work with efficiency and increasing the company sale.

It is a tool that used to satisfy customer need and want, rules and strategy to achieve goals and contribute the profit for the company.

A good marketing plan helps entrepreneur to evaluate market acceptance and develop strategies to promote service and product.

Marketing activities is towards satisfying customers need and wants, as well as contributing towards profit for the business. It needs to be planned and implemented perfectly to achieve the business goal. Money, time and manpower, all of these need to manage properly.