



UNIVERSITI TEKNOLOGI MARA

STUZE HAIR SALON

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1. INTRODUCTION

This business plan is all about running a hair salon business. We have decided to choose Stuze Hair Salon as the name of our company. We choose that name as our company name after going through discussion with our group members. Stuze comes from the combination of the name of the shareholders whereby our business consists of three main shareholders.

Appearance is something that everyone cared for. Hair becomes one of the important assets in maintaining one exterior. Trend is what the world up to nowadays. Hence, we are offering to our potential customer the latest hair trend and hair advice. It is known that hair is one of the most important constituents of women's beauty. Men also have to be attentive when it comes to hair care though most tend to look for other option.

We offer professional services on all hair range and styles. Our salon can be considered as outstanding as we hire professional and recognized hairstylist. This is very important so that the customer will be confidence with the services that we are providing for them. Not only that, we also provide make up services for our customers' convenient so that they do not have to go to other salon for their beauty makeover as we have provided that services to them.

Our salon emphasize intensive hair services which means that we will provide and serve to the customer with all hair services, hair tips, hair products and maintaining their hair healthily.

7. INTRODUCTION TO ADMINISTRATION

Administrator is one of the most important positions in the organization and also as the vital position whereby the administrator is the one who is setting up a business that concern with the matter of resources and determine the process and achieving organization goals. Therefore in each and every organization or company, there is an administrator body that will looks into the process of management to ensure that the organization can run smoothly and efficiently.

The administration plays an important role for the internal management of the personnel with the organization. The structure will defined the functional line and management relationship between all the staff. A well defined functional line will ensure that the function of the running of the organization can be organized. This is because the right duty and order being given to the right person to handle it.

The mission and vision of the company is also set by the administration. Consequently, they are also ensuring that every resource is given out to every department fairly. In addition, the management must be able to communicate and cooperate with other organization that will result to more advantages and benefits to the company.

Subsequence, this also could ensure the accuracy of information receive by the staffs since they are well-organized. Therefore the administration structure will ensure an easy and smooth workflow line of the organization.

8. INTRODUCTION

Marketing is a process on how we market and promote our product or service through various ways and style. Nowadays, we know that is a rapid changing in the economic sector. Marketing strategies is very important in order to achieve the mission, vision and goal of our company. All marketing activities must satisfy the needs and wants and at the same time achieve the targeted profits.

Marketing is basically an exchange activity that takes place between a business entity and its customers. The customers can include individuals, other business entities and support organization. Marketing is a critical activity in any business because it forms the backbone to the total business effort in achieving a profitable outcome. This is to achieve a profitable outcome to the business or the company itself. There are many challenges that should be aware off which will affect the whole business and later will lead to unreasonableness result or situation.

Marketing can be illustrated where the customer satisfaction come first and then the profit. A satisfied customer will most likely come back for more and continue to contribute to the business sales and profit. On the other hand, customer dissatisfaction will decrease the productivity and services of our company.

However the challenge in the business is to produce and offer a good product and services to the customer. This will result in the profit and satisfied the targeted customer. In order to fulfill customer needs and wants, the business needs to be offer product and services that are easily available to the targeted customer at the right place and time and at an attractive price.