



**UNIVERSITY OF TECHNOLOGY MARA
CAMPUS KOTA SAMARAHAN**

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

ETR 300

ORYZASATIVA SPA ENTERPRISE

**PREPARED FOR:
MR. ABANG SULAIMAN ABANG NAIM**

**PREPARED BY:
NOR SAFURA BINTI MAHARI (2005818166)
FADZIANA BINTI PUTIT (2005674470)
NIK RAIHAN BINTI NIK MANSOR (2005458480)
NUR ROZAVINA BINTI MD DEROS (2005458288)
KHAIRIYAH BINTI KAMAL (2005458075)**

**SUBMITTED DATE
8 OCTOBER 2007**

TABLE OF CONTENTS

| | Item | Page |
|-----|--|-------------|
| | Acknowledgement | i |
| | Submission Letter | 1 |
| | Business Agreement Letter | 2 – 3 |
| | Introduction | 4-6 |
| | Executive Summary | 7 |
| | Business Logo | 8 |
| | Business Logo Description | 9-10 |
| | | |
| 1.0 | Introduction of Business | 10-13 |
| 1.1 | Purpose | 13 |
| 1.2 | Background of Business | 13 |
| 1.3 | Background of Partners | 14-18 |
| | | |
| | Administration Plan | |
| | Introduction of Organization | 19-20 |
| | Administration's Objectives | 21 |
| | Administration Strategies | 22 |
| | Job Description | 23-26 |
| | Organizational Structure | 27-28 |
| | Designation of Top Officer | 29 |
| | Location Plan | 30-31 |
| | Layout | 32-33 |
| | Labor Incentive | 34-35 |
| | Office Hour in Administration | 36 |
| | Salary and Emolument Schedule for the Worker | 37 |
| | List of Administration Expenses | 38-39 |
| | Administration Budget | 40 |
| | Supplier List for the Company | 41 |
| | | |
| | Marketing Plan | |
| | Marketing Analysis | i |
| | Introduction to the services | 42 |
| | Target Market | 43 |
| | Market Size | 44 |
| | Packages | 45 |
| | List of Competitors(Strengths & Weaknesses) | 46 |
| | Market Share after Entry of Oryzasativa Spa | 48 |
| | Sales Forecast for year 2008 | 49 |
| | Sales Forecast for the year 2009 and 2010 | 50 |

ORYZASATIVA

- ◆ **Ory** is the short form of original where we are mostly using original nature in our spa to giving services to our customers.
- ◆ **Oryzasativa** is the main treatment that we maintain in our spa. It is the special treatment that our spa gives to our customers. Not only that, it is the first treatment that our spa has and it is not have in other spa.
- ◆ The brown colour show the traditional concepts in our spa. It also show the softness in our treatment and services that we provide.

1.0 INTRODUCTION

NAME OF BUSINESS

ORYZASATIVA SPA ENTERPRISE

TYPES OF BUSINESS

Our business is partnership business. We are giving services for our customers such as massage, facial treatment such as refreshing, normal and acne, manicure, foot spa and pedicure, and sauna.

INTRODUCTION OF ORGANIZATION

Administration is defined as “the activities that are done in order to plan, organize and run a business. In every organization, administration the most important part in the management level in order to ensure the stability of the company. The effectiveness of the company in running their business obviously can be seen through their management level. It is very important for the administration manager to propose the administration plan for their company and how they will run their business, so all the management level can work together with effectively and efficiently.

Oryzasativa Spa Enterprise is a new organization with its main objective to provide the best services for the customer; this company consists of 5 shareholders. This company is registered at office of the Registrar of Business Names by filling The Business Names Ordinance Registration Form (R.20), Application For A Trading Licensed Form (I.R.D No.8), Census of Licensed Trading Establish (Form TL-from the Statistics Department) and form of Information On Particular Of A Business (BNR R.20 (KG/IV) and also paying RM 50 as a business registration fee, RM 25 as annual license fee and RM 2 for an Extract of Business Registration. The registration is for the purpose so that it will be regularized under business Act 1958 (Amendment 1978). Our company provides Spa services to the customer. Our services include Massage, Facials and Treatment, Sauna, Manicure and so on. Our company located at 3rd Floor, Lot 17, Tabuan Commercial Center, 96000 Kuching, Sarawak.

Administration control all the need for the office in organization, this include the office equipment, salaries for the employees also items concerning the utilities bills. Business must be strong whether in marketing, operating and also financial aspects but it need through fundamental as the main platform to plan organize and control in order to ensure that the organization goals can be achieves.

MARKETING ANALYSIS

Before we decide to enter any types of business activity, we need to plan the marketing plan first because it is important to ensure that we can produce or sell our products or services and also able to compete with other competitors in the same business and of the same target market. Marketing is an activity that is carried out systematically to encourage and increase sales of products or services.

Oryzasativa Spa is a new company that offers services for health and beauty care. Oryzasativa Spa only uses a pure nature product from herbs and plants. This service is especially for busy professionals who require a relaxing and restful environment after been working for the whole day. Besides that, we also cater for teenagers (17-20) and housewives that also want to take care of their beauty and health, Oryzasativa Spa also offers the services for them that is suitable for their age and skin. As a new company, our spa not only offers services for women but also for men. This is one of the ways we can attract more customers to come to our spa.

Oryzasativa Spa decided to set up this type of business because of increasing in demands from day to day in the market also due to the lack of competitors in Kota Samarahan and Tabuan area. We focus on satisfying the need for our customers and also to earn satisfactory profits. We want the customers to feel comfortable and relax getting our services even though it may take a more than 1 hour.