



جامعة تكنولوجى مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

FACULTY OF ACCOUNTANCY

DIPLOMA IN ACCOUNTANCY (AC110)

BUSINESS NAME

BARFÈ ENTERPRISE



LETTER OF SUBMISSION

Diploma in Accountancy (AC110),

Universiti Teknologi Mara (UiTM) Perak,

Kampus Tapah,

35400 Tapah,

Perak Darul Ridzuan.

Encik She

Lecturer of ENT300 Course,

Universiti Teknologi Mara (UiTM),

Kampus Tapah,

35400 Tapah,

Perak Darul Ridzuan.

2018

Dear Sir,

The Submission of Business Plan.

According to the above, we want to submit and present our Business Plan Report. This report covers all items of our business such as a company background, the cost to run a business project, the total profit and others.

2. We, with warm of pleasure hope that our business plan report is compliance with the guideline given to us and hopefully this report will be the best among the best.

3. Last but not least, we want to take this opportunity to express our appreciation because of your support during the progressing of this business plan report.

Yours Sincerely,

.....
ADMINISTRATIVE/GENERAL MANAGER

.....
(MARKETING MANAGER

.....
OPERATIONAL MANAGER

.....
(FINANCIAL MANAGER

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

First and foremost, we would like to express the deepest expeciation to the great Almighty for keeping us healthy and our will strong. A handful thanks to our ENT300 lecturer, Encik Shef for the valuable guidance and advice. We also would like to say thanks at her for showing us the right paths on how to complete this business plan.

An honorable mention goes to our families and classmates for their understandings, guidance and supports on us in completing this business plan. All the guidance and encouragement are really appreciated.

Even though we faced some pretty tough obstacles in the process of completing this business plan, but with the help from the particular that mentioned above and the full commitment given by each member in our group, we are able to overcome all the problems and finally completing this business plan.

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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)
BUSINESS PROPOSAL

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

This business is based on partnership where it consists of four members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM100,000 where the total contribution of each is RM25,000.

Barfe Haircut fills with various haircut services which also consists with scalp treatment at our store. Barfe Haircut with tagline IT'S MORE THAN JUST A HAIRCUT. Our store is located at No.9, Jalan Elektron GU16/G, E-Boulevard Denai Alam, 40160 Shah Alam, Selangor Darul Ehsan. Barfe Haircut is a company which focuses on haircut service in Malaysia. Among other hair saloon, our stores believes that women need some privacy and relaxing moment by themselves. Therefore we provide them one of the best service in our stores which is haircut and also massage. Haircut is just an option. Massage is provided to release all the negative vibes from the customer's body. Customers will feel much lighter and at ease after that. The market size in Denai Alam makes us more confident to spread our business in Malaysia. It is because Denai Alam is surrounded with well-developed building and society.

Our store took this initiative and provide services for people in Denai Alam. To make our store more attractive and interesting, we decided to make some changes in saloon store. We foods and drinks from our café to our customers and provide boards game at our waiting lounge. People can make new friends and interacted while having cup of coffee or play some games.

INTRODUCTION

1. Introduction

1.1 Name of the Business

Barfé Haircut

1.2 Nature of Business

Barfé Enterprise is a Bumiputra business that provide services on haircut.

1.3 Industry Profile

1.4 Location of the business

Denai Alam, Shah Alam, Selangor.

1.5 Date of business commencement

01/01/2018

1.6 Factor in selecting the proposed business

We choose this business because there is a lack of business specialized in saloon around Selangor and Kuala Lumpur. This saloon particularly for women only. Since Muslim women need some privacy that requires them to comply with the syariah therefore we would like to proposed this business to make it happen for all Muslim women around Denai Alam.

1.7 Future prospects of the business

1) To expands our business by opening new branches in other parts of Malaysia.

Every businessman has their own objectives, vision and mission. We are also having our own objectives, vision and mission in conducting our business. We want our business to be expands from time to time in order to make improvement in our business which is from a small to become a bigger business. If we have successful to open another branches, we may know that our business have given the best productivity and commitment to customers. Thus, we have successfully achieved their satisfaction towards our business.

2) Open opportunities towards our business to make improvement on our products and services.

When conducting a business, all members in the organization will learn so many things throughout their own experiences. From their experience, there will be many suggestions are given to the top management. This is to ensure top management of the business will find ways and methods to make our business serve better than before. We have planned to produce more products based on natural ingredients such as lemon juice. Lemon's acidity can help balance the pH of your scalp and helps keeps dandruff at bay.

3) To make improvement on quality of products, services and facilities of our business.

We always make sure our products are in good quality. We choose better ingredients that have vitamins that suit of all ages. Our products produce and directly sell to customer. For getting our products in good quality, we keep our products in refrigerator that could store in long time. Besides, we also press our service in good conduct. For example, we have trained our workers have well attitude and tidy. We want our customers satisfy and like come again to our premise. Our facilities like free food, Wi-fi, games and reading materials, we also give attention to upgrade new brands.

PURPOSE

2. Purpose of preparing the business plan

Purpose of this business plan is to study and evaluate the feasibility of the business.

There are:

- Expose the ability of a new Bumiputra entrepreneur in the business**

Nowadays, the government is looking forward to achieve the visions and missions where the government had encouraged the Bumiputra to involve in entrepreneurship. So that, we take this opportunity in order to increase the number of Bumiputra in this field.

- As a guidelines for the incoming business**

Since the planning is being identified properly, hence the business can be started without any doubt and there will be more confident on behalf of customers, employer and loan agencies.

- Giving confident to get loan from bank**

As a proposal in obtaining working capital, loan from Malayan Berhad for RM100,000 only. The capital will aid us financially in supporting our business.

- To motivate employee and employer**

The business plan is prepared as a motivation for the employee and the employer to achieve and aim our target. This also to make the entire employee and the employer know about the target of the company.

- **To convince our client about our service and product**

The business plan is prepared by Barfé to convince our client about our product. This can make our client more confident to buy our product and to market the product to all over the Malaysia. If all of the client can market the product produced by Barfé, it shows that the quality of our product is very satisfy the buyers.

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BUSINESS BACKGROUND

3. Business Background (Arial 12, BOLD)

Table 3.1 Business Background



NAME OF COMPANY	Barfé Enterprise	
ADDRESS	No.9 Jalan Elektron, GU16/G, E-Boulevard Denai Alam, 40160, Shah Alam, Selangor Darul Ehsan	
WEBSITE	www.barfehaircut.com	
E-MAIL	barfehaircut@gmail.com	
CORRESPONDENCE ADDRESS	No. 9 Jalan Elektron, GU16/G, E-Boulevard Denai Alam, 40160, Shah Alam, Selangor Darul Ehsan	
TELEPHONE NUMBER	+60	
FAX	-	
DATE OF REGISTRATION	20 OCTOBER 2017	
REGISTRATION NUMBER	IP 0145380 – A	
DATE OF COMMENCEMENT	1 JANUARY2018	
NAME OF BANK	MALAYAN BANKING BERHAD Shah Alam Main Branch 10 Persiaran Perbandaran Section 14, 40000, Shah Alam, SELANGOR.	
BANK ACCOUNT	25	
SHARING PERCENTAGE	MEMBERS	CONTRIBUTION (%)
	Amirah Nasihah	25
	Siti A'isyah	25
	Nurshafina	25
	Siti Nor Shahirah	25

MAIN ACTIVITIES:

1) SELLING PRODUCTS

- We intend to promote ourselves initially by “word of mouth” and by appealing sign and decoration that should attract customers.
- Barfé in a saloon that seeks to attract customers by our various types of treatment and products to make it.
- We would ensure that every customer, regardless of their spending power, is satisfied with their choice that is considered.
- We would give our served customers the greatest value for an appropriate price.

2) BARFE STORE

- Barfé store is established for the purpose to introduce our main and unique products to customers.
- A creative store for customers who are focuses on natural and healthy lovers to having a satisfying products for them.
- Our store also exposes customers to a wide range of our treatment which is various types of haircuts and hair treatment inside our store.
- Barfé store also allows customers to read the reading materials such as novels and magazines, and board games that have been provided while they are waiting for their orders to be done.

3.1 Vision and Mission

3.1.1 Vision

1. To become another one of the bumiputra services that produce products and services that can fulfilled the wants of the customer thus become one of the year monopolist of the industry by open up more of our franchise in Malaysia.

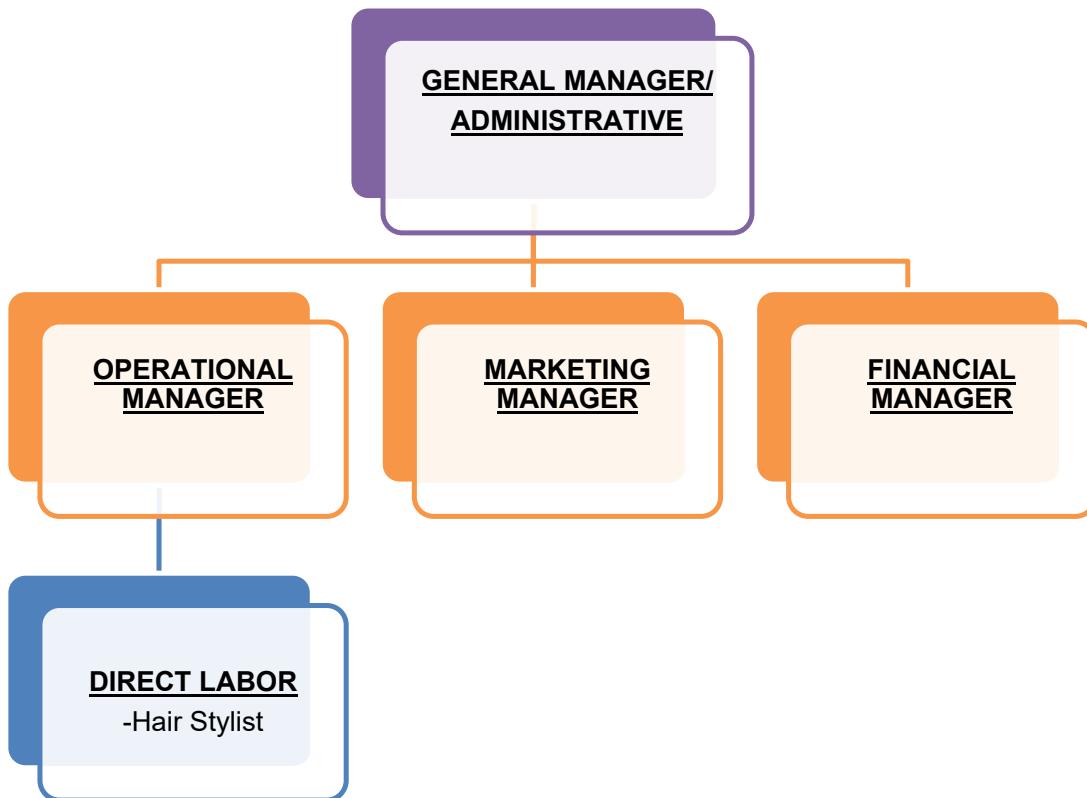
2. Barfé Enterprise will strive in creating efficient and effective in terms of the operation company in 10 years from the date of established.

3.1.2 Mission

1. Efficient in term of handling the operation of administrative that occurs to avoid waste. Especially when it involved with financial resources, labour, equipment and capital that we have invested.

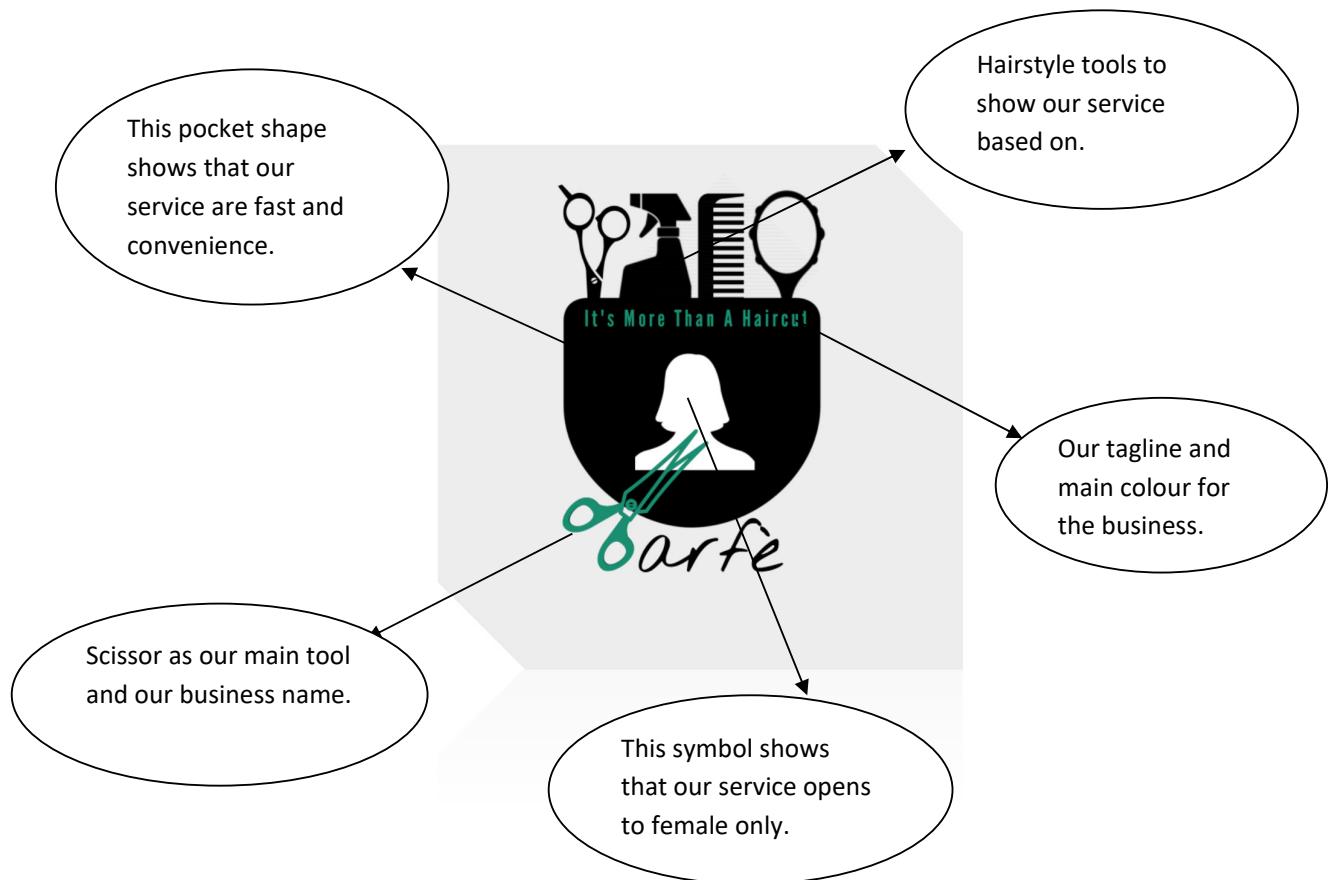
2. We also will alert and aware regarding the feedback from the customers. We believed that this is a medium where we can improve and upgrade the product and the services by time to time.

3.2 *Organizational Chart*



3.3 Logo and Motto

3.3.1 Logo Description



3.3.2 Motto

“IT’S MORE THAN A HAIRCUT”

PARTNERSHIPS BACKGROUND

4. Background of Partnership

4.1 General Manager/ Administration

Table 4.1 Background of General Manager/ Administration Manage

Name of Partners	
Identity Card Numbers	
Permanent Address	No.70, Jalan Platinum 7/54, Seksyen 7 40000 Shah Alam, Selangor Darul Ehsan
Correspondence Address	No.70, Jalan Platinum 7/54, Seksyen 7 40000 Shah Alam, Selangor Darul Ehsan
E-mail	
Telephone Number/Fax Number	
Date of Birth	
Marital Status	Single
Academic Qualification	<ul style="list-style-type: none"> • Bachelor in Human Resources, UiTM Shah Alam • Diploma in Accounting UiTM Perak Kampus Tapah
Course Attended	<ul style="list-style-type: none"> • Business management and Technology Seminar • Business Mathematics Studies and Financing
Skills	<ul style="list-style-type: none"> • Highly proficient in Malay and moderate in English • Computer Skills (Microsoft Office Programme)
Experiences	Project Manager of Secret Recipe (1year 6months)
Present Occupation	Administrative Manager of Barfe Haircut
Previous Business Experience	Family Business

4.2 Marketing Manager

Table 4.2 Background of Marketing Manager

Name of Partners	
Identity Card Numbers	
Permanent Address	No.70, Jalan Platinum 7/54, Seksyen 7 40000 Shah Alam, Selangor Darul Ehsan
Correspondence Address	No.70, Jalan Platinum 7/54, Seksyen 7 40000 Shah Alam, Selangor Darul Ehsan
E-mail	
Telephone Number/Fax Number	
Date of Birth	
Marital Status	
Academic Qualification	<ul style="list-style-type: none"> • Bachelor in Mass communication & Multimedia, UiTM Shah Alam • Diploma in Accounting, UiTM Perak Kampus Tapah
Course Attended	Business management and Technology Seminar
Skills	<ul style="list-style-type: none"> • Fluent in English and Malay • Computer Skills (Microsoft Office Programme)
Experiences	Working as Personal Seller
Present Occupation	Marketing manager of Classy Village
Previous Business Experience	Work as semi-skilled worker

4.3 Operation Manager

Table 4.3 Background of Operation Manager

Name of Partners	
Identity Card Numbers	
Permanent Address	No.70, Jalan Platinum 7/54, Seksyen 7 40000 Shah Alam, Selangor Darul Ehsan
Correspondence Address	No.70, Jalan Platinum 7/54, Seksyen 7 40000 Shah Alam, Selangor Darul Ehsan
E-mail	
Telephone Number/Fax Number	
Date of Birth	
Marital Status	
Academic Qualification	<ul style="list-style-type: none"> • Bachelor of Fashion Technology , Limkokwing University • Diploma in Accounting, UiTM Perak Kampus Tapah
Course Attended	<ul style="list-style-type: none"> • Business management and professional hair styling seminar
Skills	<ul style="list-style-type: none"> • Fluent in Malay and English • Computer skills (Microsoft Office Programme)
Experiences	Work as kitchen crew at Sushi King
Present Occupation	Operational manager of Barfe Haircut
Previous Business Experience	Family business

4.4 Financial Manager

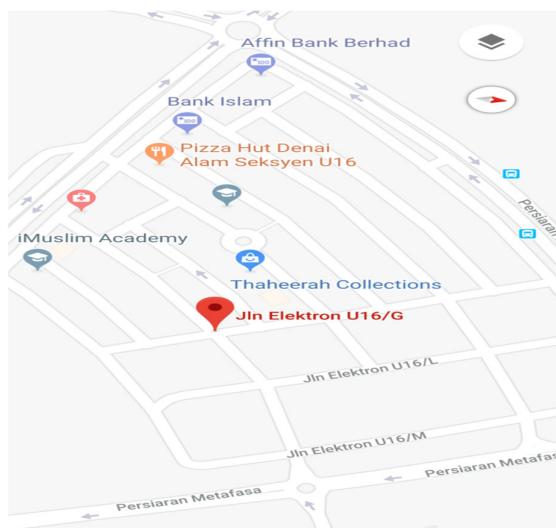
Table 4.3 Background of Financial Manager

Name of Partners	
Identity Card Numbers	
Permanent Address	No.70, Jalan Platinum 7/54, Seksyen 7 40000 Shah Alam, Selangor Darul Ehsan
Correspondence Address	No.70, Jalan Platinum 7/54, Seksyen 7 40000 Shah Alam, Selangor Darul Ehsan
E-mail	
Telephone Number/Fax Number	
Date of Birth	
Marital Status	
Academic Qualification	<ul style="list-style-type: none"> • Bachelor in Accounting, UiTM PuncakAlam • Diploma in Accounting , UiTM Perak Kampus Tapah
Course Attended	<ul style="list-style-type: none"> • Business management and Technology Seminar
Skills	<ul style="list-style-type: none"> • Fluent in Malay and English • Computer skills (MYOB and Microsoft Office Programme)
Experiences	
Present Occupation	Financial manager of Barfe Haircut
Previous Business Experience	Family business

LOCATION OF THE BUSINESS

5. Location of Business

5.1. Physical location of the project

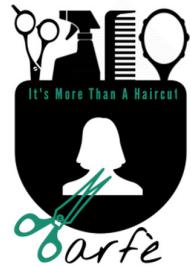


5.2. Building

- Type of building - 1 storey shoplot
- Land size-#22 x 75 acre
- The built up for ground floor is 1650 sq.ft
- The cost of our shop rental will be RM 1,300 monthly

5.3. Basic amenities

- The store is well-connected to the highway in order people around Denai Alam and Kuala Lumpur access to the store
- Besides, setting up of a good telecom facility for the industry is necessary for the growth and expansion of the business.
- Furthermore, the availability of the basic amenities like water, power supply is equally essential.
- Not only that, the store is friendly for all women and good for relaxing place.



MARKETING PLAN

6. Marketing Plan

Marketing concept are the activities that have to satisfy customer needs and wants, and at the same times achieved the targeted profits. The focus, which is customer satisfactions first, and then profit, is considered a long term view to doing business. The concept that our business adopted can enhance the loyal customers and contributed to profit of our company.

6.1 Marketing Objectives

(i) New business

Marketing is defined as the activities that are carried out systematically to encourage and increase sales of products/ services as long as the activities are in line with religious and ethical practices. Marketing also involved the process of creating and delivery goods and services to customers and involves all the activities associated with winning and retaining loyal customers. To success in marketing we have to understand the company's target customer's needs, demands and wants before competitors can offer them the services that will satisfy those needs, demands and wants beside to provide those customers with quality convenience and value service so that they will keep coming back and become a loyal customer to our products. There are three definitions on marketing which are:

- i. The process of planning the concept, pricing, promotion and distribution of ideas, goals and to create exchange that satisfy individual and organization objectives.
- ii. The performance of business activities that direct the flow of goods and services from us to client.
- iii. Activities that are carried out systematically to encourage and increase sales of services as long as activities are line with religious and ethical practices.

Mainly the marketing concept is to satisfy customer's needs and wants as well as to contribute profit to the business. Marketing concept is an approach to marketing that

emphasize customer's orientation, profit orientation as well as coordination and integration of marketing activity.

A strong marketing plan allows us to analyze our services, our competitive position within the market and the strengths and weakness of our business.

6.2 Description of products

This section describes the products offered by the business in detail. The proposed products or services should be related to the needs and wants of the target customers.

BARFÉ ENTERPRISE provide a service which call hair service. Try this new invented of scalp treatment & serum and experience a new way of taking care of your hair. Hair serums are considered a miracle solution for dry, rough and frizzy hair. It makes your hair look manageable, smooth and silky. Heir serums contain silicon, which coats the hair and reflects light, making your hair look shiny. It also protects hair from damaging elements such as harsh sunlight, humidity and pollution. Hair serum gives your hair the appearance and feel of healthy hair. Hair serum must be applied along the length of your hair and the tips. It should not be applied to the scalp as it causes the hair to be oily and should be applied to wet hair for the best results. The ingredient in our product has the benefit which is focuses on a healthy lifestyle. Furthermore, it can also help to give vitamin for customers who choose to consume our products.

What is so special about our product? Of course Argania Serum is made by argan oil as the main ingredient to make the differences and uniqueness in our product besides it is differently from other serum. The packaging also play the main role which is the good quality of packaging to serve to customers is provided in our business. We provide the best packaging to make customers aware of the ingredients that has been used in our business to produces the product and it is customers right for the customer to make the best decision for their own benefits.

What is argan oil? Here are some of illustration and benefits of argan oil. Produced from the kernels of the argan tree (*Argania spinosa L.*), this plant oil is exclusive to Morocco but historically argan oil use was not. People throughout the world have taken advantage of the many argan oil benefits to help treat skin infections, bug bites and skin rashes. And now it is used by men and women all over the world seeking an effective, all-natural moisturizer for skin and hair.

One of the main reasons that argan oil is so therapeutic is because it's rich with vitamin A and vitamin E. However, Moroccan argan oil is also packed with antioxidants, omega-6 fatty acids and linoleic acid. Research shows that when applied to skin, argan oil benefits include easing inflammation while moisturizing the skin.

When applied externally, tocopherol from the vitamin E helps to boost cell production while promoting healthy skin and hair. This is why cosmetic companies are including it in their high-end anti-aging, hair and skin care products.

Besides, Argania Serum has no artificial colouring and you can just savour it on its own by directly consume it to your hair. You can finally give into temptation and feel good about it. You may get this serum at a price as low as RM65 per bottle. It is very affordable and everyone that comes from young, teenagers, children and old folks can have and try it. You just have to spend a little bit of money for the quality products and enjoy the beneficial of it with your lovely person freely. It is very worthwhile! Try it now!

6.2.2 Product Illustration:



6.3 Target market / Market size

The term market has variety of meanings. One of it, a market is physical place where buyer and seller exchange goods and services. Here, a market is defined as any company that has the purchasing power to acquire good and services to fulfill needs and wants. To ensure that marketing efforts fulfill customer needs and wants as well as bring profits, the business should identify and focus its efforts on a selected group of customers.

Our target markets are involving kids, teenagers, adult, and old folks. This is to ensure that the marketing efforts taken place are within the scope and capabilities of the business. We have calculated the number of population in Denai Alam that are about 15km to 25km from our business place than consists:

TYPE OF CUSTOMERS	TARGET MARKET	PERCENTAGE %	PRICE(RM)	MARKET SIZE (RM)
Kids	2,680	5	27.00	72,360.00
Teenagers	16,080	30	27.00	434,160.00
Adult	26,800	50	27.00	723,600.00
Old Folks	8,040	15	27.00	217,080.00
TOTAL	53,600	100	27.00	1,447,200

6.3.1 Geographic Segmentation with explanation (in a paragraph)

6.3.2 Volume Purchase with explanation (in a paragraph)

6.3.3 Quality Evaluation of Distributor with explanation (in a paragraph)

6.4 Competitors

Competitors can be defined as the other company or other business that have the same share market on the same industries with the same products. Competitors can be identified by the other company itself. Hence, Barfé Haircut has the main objective which is to produce our products with high quality and easily be recognized by the customers because of the high quality and the taste of the products than the other competitors. Furthermore, the location of other competitors is also the main factors of successful products of Barfé Haircut.

Competitors	Strength	Weakness
<u>GOATEE BARBER</u> Jalan Ikhtisas, Section 14, 4000 Shah Alam Selangor	<ul style="list-style-type: none"> ❖ Great looking hipster barbershop. ❖ Far from BARFÉ Haircare & Salon. ❖ Delicious western food. 	<ul style="list-style-type: none"> ❖ Price expensive ❖ Not according to customer's order.
<u>JOE HAIR SALON & BARBER</u> <u>SHOP</u> <u>No.8 Jalan SS15/4B,</u> <u>47500 Subang Jaya</u>	<ul style="list-style-type: none"> ❖ Location near Mydin Hypermarket ❖ Have their own branch 	<ul style="list-style-type: none"> ❖ Unfriendly to customer ❖ Did not have adequate workers to run the business smoothly.

<u>PERHENTIAN SALON & CAFE</u> Jalan Serai Wangi H 16/H, Alam, 40200 Shah Alam	<ul style="list-style-type: none"> ❖ Sell various types of food and haircut. ❖ Can request in their own hairstyle in any ways customers want. 	<ul style="list-style-type: none"> ❖ Did not provide a healthy product than the other competitors. ❖ Price isn't worth it and not recommended by the customer.
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6.5 Market Share

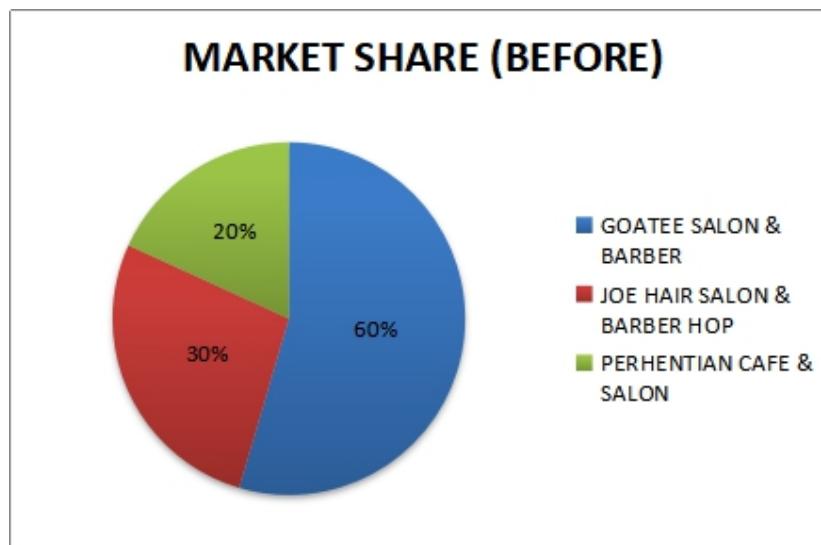
After analyzing the market size and competitors that have been identified, the business can now proceed to the next step which is estimated the other business controls the market share before Barfé Haircut entrance. This is can be defined as market share. In details, market share is the portion of the market that business can control after taking into consideration market size and the competitors' position in the same market also in strategic management and marketing is the percentage or proportion of the total available market or market segment that is being serviced by a company. It can be expressed as a company's sales revenue (from that market) divided by the total sales revenue available in that market.

Since the Joe Hair Salon & Barber Shop and Perhentian Salon & Cafe was the nearby business, the major portion has fall on this business. Barfé Haircut has revealed that the each competitors control a percentage of the market as shown below:

6.5.1 Market share before the entry of your business.

Table 6.5.1 Market share before the entry of your business

COMPANY	PERCENTAGE (%)	TOTAL (RM)
GOATEE SALON & BARBER	60	40,560.00
JOE HAIR SALON & BARBER SHOP.	30	20,280.00
PERHENTIAN SALON & CAFE	20	13,520.00
TOTAL	100	67,600.00

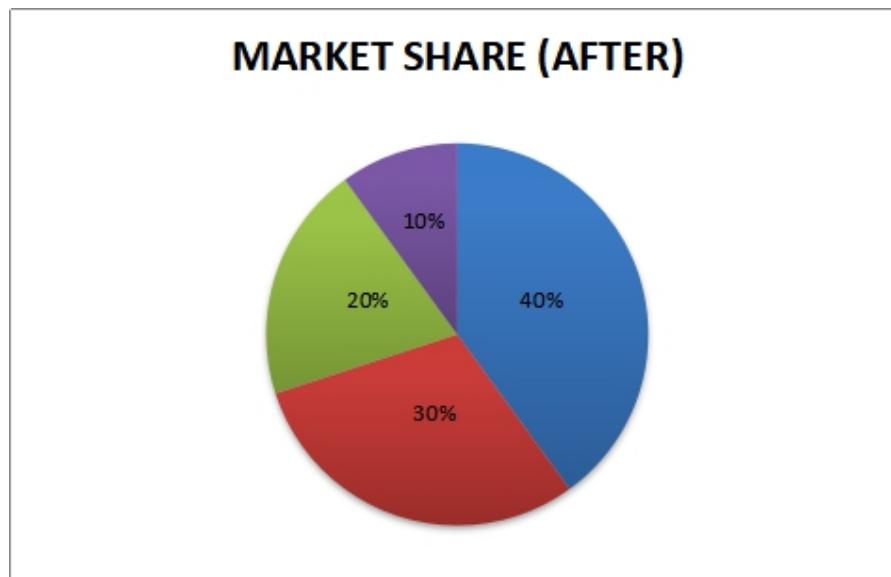


6.5.2 Adjusted market share after the entry of your business.

Table 6.5.2 Market share after the entry of your business

COMPANY	MARKET SHARE (%)	RINGGIT MALAYSIA (RM)
GOATEE BARBER	40	169,194.00
JOE HAIR SALON & BARBER SHOP	30	126,895.50

PERHENTIAN SALON & CAFE	20	84,597.00
BARFÉ HAIRCARE & SALON	10	42298.50
TOTAL	100	422,985.00



6.6 Sales forecast

Sales Forecast Barfé Enterprise

Year	Month	Sales forecast (RM/Year)	Remarks
1	January	22,010	Sale for the first month did not really good because of the first month opening the company.
	February	23,559	

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	March	24,898	
	April	26,447	
	May	34,646	At the fifth month company opening, the sales increase because people at the area are recognizes our company and satisfied with our product and service.
	June	33,167	
	July	33,989	
	August	39,392	Increase because we are doing promotion to our customer.
	September	45,095	Increase due to Hari Raya AidilAdha.
	October	41,729	
	November	47,567	For this month, our sales increase because of school holidays.
	December	50,486	

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Total 1st year		422,985	
2		431,445	For the second year, our sales increase because our target market area is wide, more promotion and many people buy our product.
3		444,388	For the third year operating, our companies are located at a comfortable area and any customer trusts our product.
Grand total		1,298,818	

Market strategy (marketing mix)

6.7.1 The marketing strategy consist four key variables are:

- 1) Product
- 2) Price
- 3) Place (Distribution)
- 4) Promotion

6.7.2 Barfé Haircut marketing strategy:

1. Product strategy
 - a. Brand
 - A brand is a name, term, sign, symbol or design that identifies a product and differentiates it from any other product. It adds value to the product or service and encourages customer loyalty. A desirable brand should reflect the benefits and qualities of the product, be easy to pronounce, recognize, and remember, not be sensitive to any parties or race and have no negative connotations.
 - b. Design

Packaging is one of the main factors that can differentiate the products in the market. The packaging can help the business to announce or tell the people about the existence of their product. Product design or service package plays an important role in satisfying and delighting the target market. Barfé Haircut has a simple packaging and different packaging compare to other product serum available in market of business. Our product based on argan oil which is have Vitamin A & E that good for health and skin.

- c. Labeling

Labeling performs several functions such as identifying, grading, describing or even promoting the product. Labels provide information about the manufacturer, the contents of the product, usage instructions and warnings. Barfé Haircut trying hard to

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attract customers in labeling which is stated through the ingredients, quantity
(kilogram, pricing, and the healthy benefit of our product)

2. Pricing strategy

a. Cost based pricing

- Cost based pricing is the simplest and most commonly used pricing strategy.

Cost based pricing is based on the total cost of the product or service plus a standard mark up. The mark up is the profit margin that is desired from the sale of the product. We have set the price for every product. The cost based pricing is often used as a guide in pricing.

$$\text{Price} = \text{Price from supplier} + \text{Mark up}$$

$$= \text{RM30.00} + \text{RM35.00}$$

$$= \text{RM65.00/bottle.}$$

Notes: 1 bottle = RM30.00

1 box = RM3000.00

1 box consists 100 bottles in one box.

However, the price that our company had offered to customers may be lower or higher. This is because of the factors such as customer's willingness to pay for the product, pressure from the competitors and the demand and supply of the product factors. Under this certain circumstances, Barfé Haircut maybe decide to implement a lower price. For example, when the company wishes to finish the stock of goods and when Barfé Haircut is utilizing this strategy to penetrate the market.

b. Competition based pricing

- The most common form of competition based pricing is the going rate pricing.

Our pricing commonly follows and compared our competitors' price. We do not pricing the price follow up of our profit and do not care about quality. If our competitors' price is more expensive, we set up our pricing in affordable and reasonable price.

3. Distribution / Place strategy

Distribution strategy is figuring out the best way to get our product for our customer. We sell our product direct to customer without any intermediaries to save cost and earn high profit. This is the most important stage for us closer with customer. Furthermore, having a good relationship with customers are also the objectives for our company. As we know, relationship with customers can also help our business of Argania Oil to be the leader among the other competitors. The good relationship with customers also can help Barfé Enterprise to figure out the best way of getting our product to them.

4. Promotion strategy

Barfé Haircut also has used of various method to be part of top business with using advertising with printed media and internet. For your information, advertise your own business are also help our business to be recognize by the customers other the main goals which is compete for the quality of products. Printed media is being used by our company for distribute the information of our product through traditional or manual method. As example:

Printed media

- BUSINESS CARD
- POSTER
- FLYERS
- SIGNBOARD

Besides, media social play an important role. It is because nowadays, media social is become the main platform for the other business to commercialize their own products beside to make the brand is recognized by the customers. Barfé Haircut also take chance in commercialize our own business in social media so that customers are more aware of the new recognized brand which is “Barfé Haircut” that focuses on our scalp treatment & serum that will be distribute directly to customers. As an example of social media that Barfé Haircut applied is:

Internet or Social Media

- Website : www.barfehaircut.com
- Email : barfehaircut@gmail.com
- Instagram : barfehaircut
- Twitter : barfehaircut

BUSINESS CARD



SIGNBOARD

Firstly, signboard is the important method of advertisement that will help the business to be well-known business. It is because Malaysian people only notice when they pass by a store is its signboard. Therefore, it is important to seek a specialized signboard maker in Malaysia to do the work so that our business will be able to attract higher prospective clients. Thus, this is the design that we have discussed earlier:



POSTER



The poster is divided into two vertical sections. The left section is dark grey and contains the following text:
BARFÈ HAIRCUT
IT'S MORE THAN A HAIRCUT
HAIRCUT
HAIR TREATMENT
HAIR COLORING
STRAIGHTENING
WAXING
—
visit us at:
No.9, Jalan Elektron GU16/6,
E-Boulevard Denai Alam,
40160, Shah Alam, Selangor
call us at:
+6013 899 8030

A yellow starburst graphic on the right side of the left section contains the text "RM5".

The right section is light yellow and features four black line-art icons: a hairbrush, a coiled hairdryer, a pair of scissors, and a straightening iron.

FLYERS

Flyer is one of the Barfé Haircut marketing or advertising strategy. This method is also being used in other competitors advertising strategy and be conducted manually.



BROCHURES

BARFÈ HAIRCUT

Finding the best saloon can be an emotional and challenging process, especially when you're woman and need some privacy. With affordable price and the only women saloon in Denai Alam.

Barfè Haircut knows the best for your hair and we will give the best services for you.

WEBSITE
www.barfehaircut.com

CONTACT US
Phone: +60138998030

OUR OFFICE
No.9, Jalan Elektron GU16/G,
Jalan E-Boulevard Denai Alam,
40160, Shah Alam, Selangor.



It's More Than A Haircut

6.7 *Organization Chart for Marketing Department*

Figure 6.9 Organizational Chart



6.8 **Manpower Planning**

Table 6.10 List of Marketing Personnel

POSITION	NO OF PERSONNEL
Marketing Manager	1

6.9 Schedule of Task and Responsibilities

Table 6.11 Task and Responsibilities of Marketing Personnel

POSITION	RESPONSIBILITIES
Marketing Manager	<ul style="list-style-type: none">❖ To promote and introduce the benefits of the benefits of the products to public.❖ To plan and make good offer to society trusted and interested to our products.❖ Design good promotion media such as flyers, brochures, business card, etc and advertise it effectively to attract customers' interest to buy our products.❖ Formulating strategic and long term business plan.

6.10 Schedule of Remuneration

Table 6.11 Schedule of Remuneration plan of Marketing Personnel

POSITION	NO.	MONTLY SALARY (RM)	EPF (RM)	SOCSCO (RM)	TOTAL AMOUNT (RM)
Marketing Manager	1	2,200.00	264.00	44.00	1,892.00

6.11 Marketing Budget

Table 6.12 Marketing Budget

MARKETING BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Flyers	300.00			300.00
Poster	400.00			400.00
Signboard	1000.00			1000.00
Working Capital		-		
Advertisement		1,000.00		1,000.00
Business card		250.00		250.00
Salaries, EPF, SOCSO		1892.00		1892.00
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			-	
Deposit (rent, utilities, etc.)		1700.00	-	1700
Business Registration & Licenses	70.00		-	70.00
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	1770.00	5042.00	-	6812.00



OPERATIONAL PLAN

7 Operational Plan

7.1 Component of Operating Systems

7.1.1 Business Input

Raw materials and finished goods inventory are vital inputs for a wide range of businesses. The materials that we used in our company are hair serum, hair shampoo, hair conditioner, rebonding hair cream, hair dye and wax cream. An interruption in the flow of this inputs can damage revenue and our company's image during an emergency.

Besides, labour is also vital to small business survival, under operating system is consist with two labour which are hair stylists.

Capital is any tools that is used to produce goods or services including building, machinery and equipment. For example, a hair stylist that uses scissor and comb to deliver a good service. The scissor and comb are the hair stylist's capital.

7.1.2 Transformation Process

First and foremost, our main business is to provide services. More specifically, hair services. Besides, we also provide another side service such as waxing.

The type of hair service that we provide is by set (Set A – Set G). By using the equipment and tools in Barfé, we can advise you on all different lengths and styles. If you're looking for a supercut, short cropped style, a one layered bob or long locks with volume, with an affordable price, our cutting expert team will be able to offer you a style to suit your lifestyle and face shape.

From hair cutting, followed by hair washing, we provide you the best salon hair shampoo and hair conditioner which is suitable for any type of hair problem. Not only that, massage, hair rebonding, hair perming, and scalp treatment will also be provided by using the right material. The speciality in our salon is, for every customer that came for our service, will get free hair serum treatment at the end of the session.

After all of haircutting, hair washing and other treatments process is brought to an end, the services will directly paid by the customer.

7.1.3 Output

In hair salon industry, we will take the service as the final output. The output of this service is customer satisfying with services that had been served by our salon and the result of the material used to meet the recognition criteria of customers needs. The number of customers visiting a salon purely depends on the quality of the services of the salon. Thus, the higher the service demand by customer, the higher the profits of the business.

Furthermore, we want to make Barfé as one of the best ‘women only salon’ among others competitor. Hence, we take the customer’s feedback seriously and act upon reasonable request. Therefore, focusing on our customer to this degree is a major way to strengthen their trust, loyalty, and overall love for our company.

In conclusion, output controls emphasize targets and enable managers to use processes or means to achieve this target.

7.1.4 Feedback

Feedback refers to the process of adjusting future actions on the basis of information about the past performance. If the problems exist, corrective action is undertaken. For example, if what is produced is less than the planned amount, the expectation is that the manager can adjust the work process to increase productivity.

Moreover, determine whether our product or service meets or surpasses customer expectations that can help to fulfil customer satisfaction. This can be done in person, via email, via the phone or even inside a website. Therefore, customer feedback surveys help us measure customer satisfaction.

Beside, as the operational manager frequently evaluates its staff performance by using survey method to avoid any declines in sales.

7.1.5 External Environment

Via marketing and strategic release of corporate information, our customers are among the external elements that can attempt to influence. At the end, the relationship with clients is based on finding ways to influence them to purchase our product. Beside, market research is used to determine the effectiveness of our marketing messages, to determine what changes can be made to future marketing programs to improve sales.

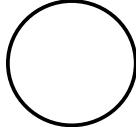
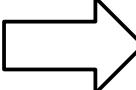
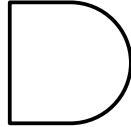
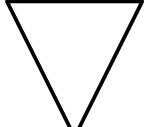
One of the most critical external business factors is competition. The number of similar competitive product brands' marketer in the industry., size and market capitalization. Thus, it is important for us to monitor their activities.

Physical environment also one of the external environment. It comprises of the available or lacks of natural resources that can vacillated or hinder our production output.

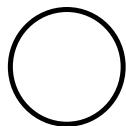
Next, the government policies is one of the external environment that refers to the laws and legality in product development. It will give a big impact if there's any changes in regulations that can increase our costs and affect the profit margins.

7.2 Process Planning for Manufacturing

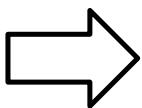
7.2.1 Symbol of Process Chart

Symbol	Activity	Description
	Operation	Activity that modify, transform or give added value to the input.
	Transportation	Movement of materials or goods from one place to another.
	Inspection	Activity that measure the standard or quality of the in process materials, finished process.
	Delay	The symbol is used when process material is delayed because in process materials are waiting for next activity.
	Storage	The symbol is used when finished product or goods are stored in the storage area or warehouse.

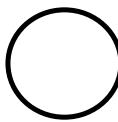
7.2.2 Process flow chart



Provide all haircutting equipment and other material such as hair shampoo, hair conditioner, hair serum and all material needed for the service required by the customer



Cut the hair according to the style that customer wants, wash the hair with the salon shampoo, applying conditioner and our salon speciality, argania serum, at the end of every session and customer paid for the completed service.



Customer satisfaction as they get a fresh look and a healthy hair by using our service.

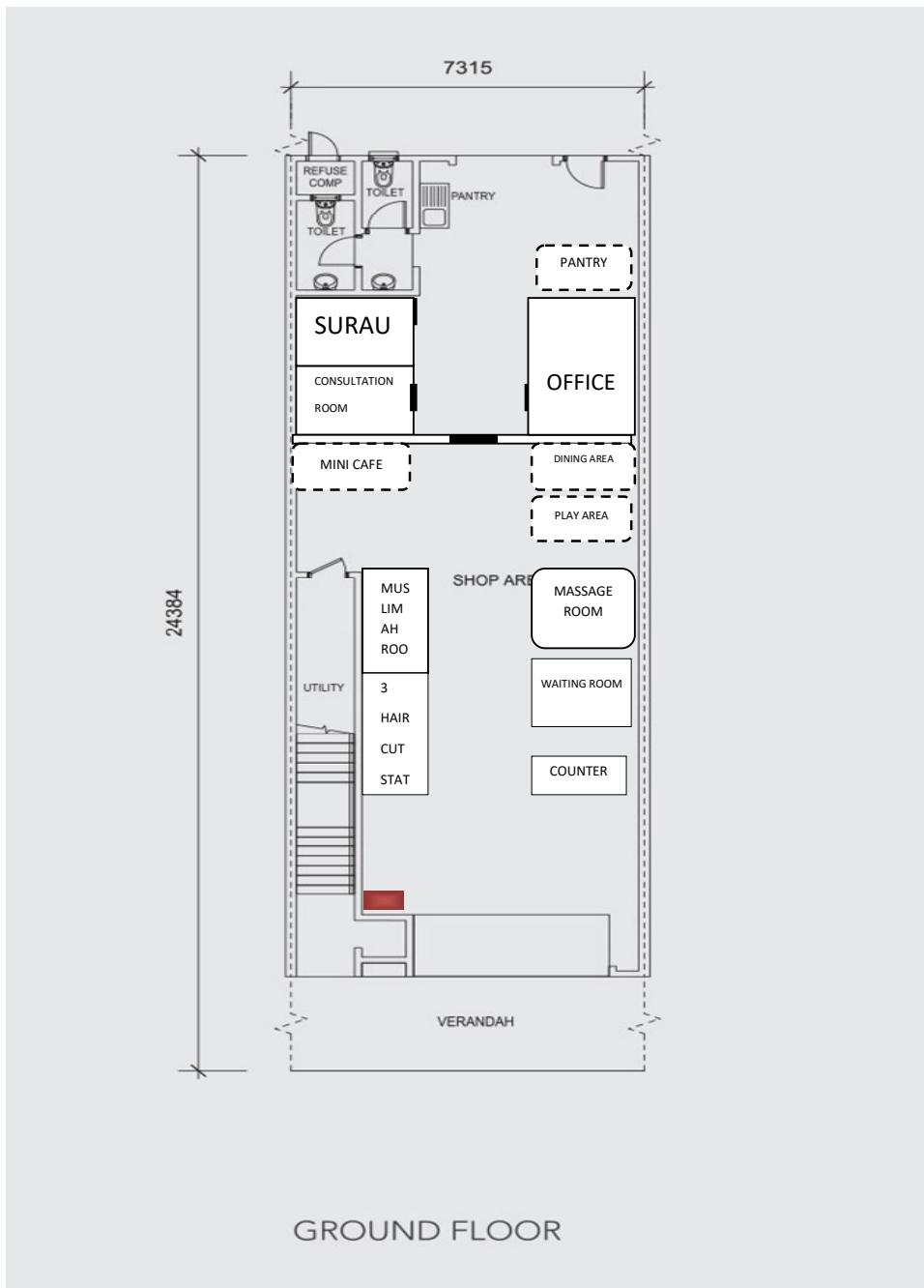
7.3 Operations Layout

7.3.1 Layout based on the product

Layout based on product is done for manufacturing from that has sequence of activity to produce the product. Product oriented layout use more automated and specially design equipment than do process layout.

The main advantages of this layout are cost of work in process inventories can be reduced and rapid output production. Meanwhile, the drawbacks of this layout are work stoppage at any station or point will affect the whole production and lack of flexibility when handling a variety of products.

LAYOUT



7.4 Production Planning

7.4.1 Sales forecast per month

Service per month

ITEM	CALCULATION
Average sales forecast per month.	Sales per year / 12 months = RM 422,985 / 12 months = RM 35,248.75
Average sales price per service	Total of service price / total of service = RM 616 / 11 = RM 56.00
Number of service per month	Sales per month / average sales price per service = RM 35,248.75 / RM56 = 629 services
If the number of working days per month is 24 days (6days/week) The amount of services to be produced per day is:	Number of service per month / number of working days per month = 629 / 24 days = 26.21 services = 26 services per day
Number of services per hour Such as daily working hour = 10 hours	No. of services per day / daily working hour = 26 services / 10 hours = 2.6 services = 2 services

7.5 Material Planning

7.5.1 Material Requirement Planning

7.5.1.1 Raw Material Required For Argania Serum

No	Material (100ml bottle)
1	Argan oil
2	Lavender essential oil
3	Honey
4	Lemon juice

7.5.2 Stock inventories

No	Material	Quantity (Bottle)	Price/Unit (RM)	Total Price (RM)
1	Argania serum	100	30.00	3,000.00
2	Hair shampoo	15	40.00	600.00
3	Hair conditioner	15	40.00	600.00
4	Hair dye	20	9.00	180.00
5	Rebonding hair cream	3	55.00	165.00
6	Clipperside disinfection spray	2	10.00	20.00
7	Wax cream	5	12.00	60.00
	Total			4,625.00

Identify supplier

Material	Material
Hair serum	I Love My Hair Trading No 58, Jalan Temenggong, 19/9, Bandar Mahkota Cheras, 43200, Cheras, Selangor.
Hair shampoo	I Love My Hair Trading No 58, Jalan Temenggong, 19/9, Bandar Mahkota Cheras, 43200, Cheras, Selangor.
Hair conditioner	I Love My Hair Trading No 58, Jalan Temenggong, 19/9, Bandar Mahkota Cheras, 43200, Cheras, Selangor.
Hair dye	I Love My Hair Trading No 58, Jalan Temenggong, 19/9, Bandar Mahkota Cheras, 43200, Cheras, Selangor.
Rebonding hair cream	I Love My Hair Trading No 58, Jalan Temenggong, 19/9, Bandar Mahkota Cheras, 43200, Cheras, Selangor.
Clipperside disinfection spray	I Love My Hair Trading No 58, Jalan Temenggong, 19/9, Bandar Mahkota Cheras, 43200, Cheras, Selangor.
Wax cream	I Love My Hair Trading No 58, Jalan Temenggong, 19/9, Bandar Mahkota Cheras, 43200, Cheras, Selangor.

The most effective suppliers are those who offer price and discount that match the needs of our business. It's good to be sure of for our business needs and what we want to achieve by buying, rather than simply paying for what suppliers want to sell. However, cheap does not always represent the best value for money. If the quality of supplier's product is poor, the company may incur extra costs for returns and replacement. Thus, we must make sure to look up first.

Besides, quality of material which is the quality of suppliers needs to be consistent. We must make sure that the product is packed adequately, labeled correctly, and includes agreed-upon marketing materials. Thus, it's important for us to know the actual cost of a supplier's failure in any of these categories.

Lastly, reliable suppliers deliver the right goods or services on time, as described. Thus, reliability should be another key consideration for choosing suppliers.

7.6 Machine and Equipment Planning

Item	No of equipment	Price/Unit (RM)	Total Cost Monthly (RM)
Barber chair	5	130.00	650.00
Washing beds & basins	2	700.00	1400.00
Barber mirror station	5	240.00	1200.00
Portable massage bed	1	230.00	230.00
Wing micro mist machine	1	1300.00	1300.00
Trolley	2	50.00	100.00
Stylist stools	2	30.00	60.00
Haircutting kit	4	25.00	100.00
Hairdryer	5	20.00	100.00
Hair straightener & hair curler	5	20.00	100.00
Tools & accessories	4	40.00	160.00
Total			5400.00

7.7 Manpower Planning

7.7.1 Organization Chart for Operation Department (Arial 12, BOLD)

Figure 7.7.1 Organizational Chart



7.7.2 Amount of direct labour required (Calculate for every man power)

$$= \frac{\text{Planned Rate of Production per day} \times \text{Standard production time}}{\text{Machine productive time per day}}$$

$$= \frac{7}{420 \text{ min} (7 \text{ hours} \times 60 \text{ minutes})} \times 180 \text{ min}$$

$$= 3.00 @ 2 \text{ operators}$$

7.7.3 List of Operation Personnel

Position	No of Personnel
Operational Manager	1
Hair stylist	2
TOTAL	3

7.7.4 Schedule of task and responsibilities

Position	Task and Responsibilities
Operation manager	<ul style="list-style-type: none"> • Concerned with planning, organizing and supervising in the contexts of production, manufacturing or the provision of services. • Researching new technologies and alternative methods of efficiency. • Setting and reviewing budgets and managing cost.
Hair stylist	<ul style="list-style-type: none"> • Handle start-up and shut down duties at the beginning and end of shift. • Duties include shampooing, cutting, and styling hair, though they may also provide hair treatments, including deep conditioning, permanents, hair coloring, and weaving. • Able to work with a variety of hair lengths, types, and textures. • Able to recognize problems of the hair or scalp and recommend appropriate treatments.

7.7.5 Schedule of remuneration

Position	No.	Monthly Salary (RM)	EPF Contribution (RM)	SOCZO (RM)	Amount (RM)
Operation manager	1	2,200.00	264.00	44.00	1,892.00
Hair stylist	2	1,800.00	216.00	36.00	3,096.00
TOTAL					4,988.00

7.8 Overhead requirement

7.8.1 Operations Overhead

No.	Type of Overhead	Monthly Cost (RM)
1	Electricity	300.00
2	Water	100.00
3	Wi-Fi	120.00
4	Cleaner	200.00
	TOTAL	720.00

7.9 Total Operations Cost

Total Operation Cost = Direct Material Cost (total material) + Direct Labour Cost
(total remuneration) + Overhead Cost (total operations overhead)

$$= 4,625.00 + 4,988.00 + 720.00$$

$$= \mathbf{RM\ 10,333.00}$$

7.10 Cost per unit

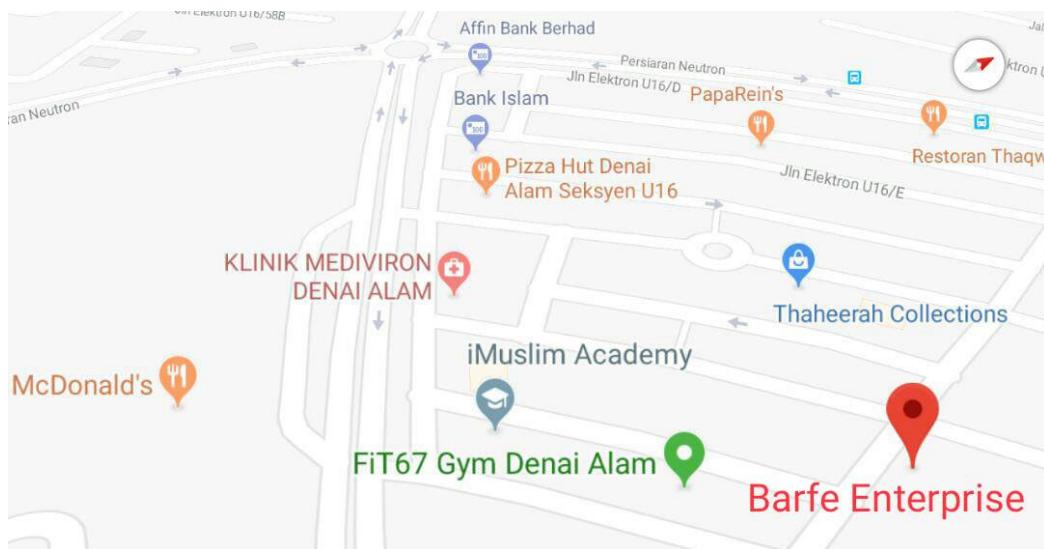
$$\begin{aligned} \text{Cost per output} &= \frac{\text{Total Operations Cost (RM)}}{\text{Total number of Output (Output per month)}} \\ &= \frac{10,333.00}{629} \\ &= \text{RM } 16.43 \end{aligned}$$

7.11 Productivity Index (PI)

$$\begin{aligned} \text{Productivity Index} &= \frac{\text{Total value of Output (Sales forecast per month)}}{\text{Total Value of input (Total Operation Cost)}} \\ &= \frac{35,248.75}{10,333.00} \\ &= \text{RM } 3.41 \end{aligned}$$

7.12 Location Plan

The location plan which is sometimes called a site location plan that will show quite a large area around the development site. Therefore, choice of location is important because it will affect sales revenue, business operation cost and long term investment of the company.



7.13 Business and operation hours

Business hour	10 hours per day (10.00 am - 8.00 pm)
Operating hour	8 hours per day (9.00 am until 9.00 pm)
Working days	6 days per week (Tuesday - Sunday)

7.14 License, permits and regulations required

7.14.1 Manufacturing license

The purpose of license for signboard is to safeguard the business in Malaysia by having a valid signboard license to avoid having unwanted disturbance and frustration on authority issues.

Moreover, it is crucially to avoid unnecessary visits by local city hall officers to disturb the operation flow and impacting bad feelings to the customers. The worst is a summon bill. So it's better for the company to get a license to avoid these entire disturbances.

For instance, as our company is established in Tapah, we should submitting signboard design artwork to Dewan Bahasa dan Pustaka for the verification and approval on the proper usage of language on the signboard.

Therefore, once the signboard design is permitted, we are then need to visit the local city hall licensing office, where it at Dewan Bandaraya Kuala Lumpur (DBKL) to obtain a signboard license.

Operations Budget

Item	Fixed Assets (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset			
Equipment	5,400.00		
Working capital			
Materials		4,625.00	
Salary, EPF & SOCSO		4,988.00	
Other Expenses			
Licenses		70.00	
Pre-operation			
Operation Overhead		720.00	
TOTAL	5,400.00	10,403.00	

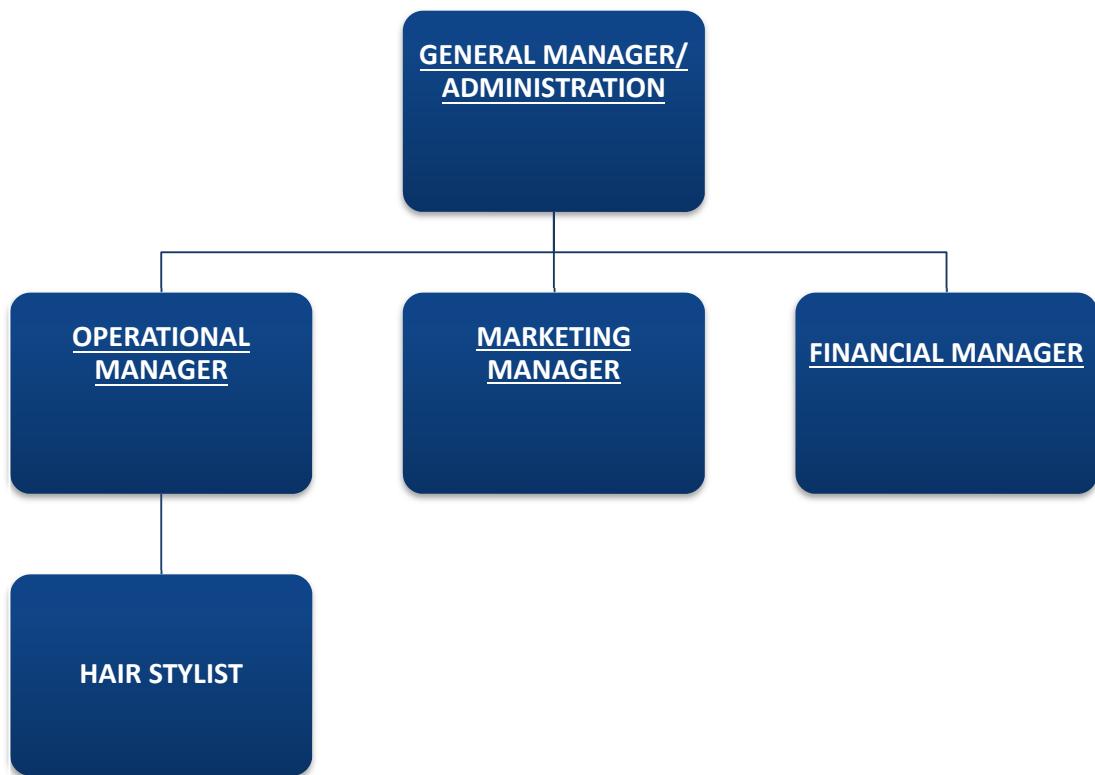


ADMINISTRATION PLAN

8. Administration Plan

8.1 Organizational Chart for Administration and Finance Department

Figure 8.1 Organizational Chart



8.2 Manpower Planning

Table 8.2 List of Personnel

NO	POSITION	NO OF PERSONNEL
1.	General manager/ Administration	1
2.	Operation manager	1
3.	Marketing manager	1
4.	Financial manager	1
5.	Hair stylist	2

The table above shows our manpower planning for running our daily operation. We have decided that our staffs need to fulfil different qualification to maintain our service quality and to give full satisfaction to our customers to gain their loyalty to our services.

8.3 Schedule of Task and Responsibilities

Table 8.3 Task and Responsibilities

POSITION	TASK AND RESPONSIBILITIES
General manager	<ul style="list-style-type: none"> • To plan, implement and control the overall management of the business. • To plan and monitor the strategic progress of the business. • To be accountable for the overall performance of the business.
Administration manager	<ul style="list-style-type: none"> • Overseeing all administrative and accounting for the unit • Managing administrative staff, including assigning duties and monitoring performance • Assist in cash handling and bank matters. • Overseeing basic human resources (HR) duties such as attendance and overtime.
Marketing manager	<ul style="list-style-type: none"> • To promote and introduce the benefits of the products to public • To plan and make good offer to society trusted and interested toward our products • Design good promotion media such as flyers, brochure, business card, etc. and advertise it effectively to attract customer interest to buy our products. • Formulating strategic and long term business plan
Operational manager	<ul style="list-style-type: none"> • Ensuring that the production is effective cost • Estimating cost and setting the quality standard • Monitoring the production process and adjusting

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)
BUSINESS PROPOSAL

	schedules as needed.
Financial manager	<ul style="list-style-type: none"> • Develop and analyze information to assess the current and future financial status of firms. • Plan, direct and coordinate risk and insurance programs of establishment to risks and losses. • Establish and maintain relationships with individual and business customers and provide assistance with problem these customers may encounter
Hair stylist	<ul style="list-style-type: none"> • Duties include shampooing, cutting, and styling hair, though they may also provide hair treatments, including deep conditioning, permanents, hair coloring, and weaving. • Able to work with a variety of hair lengths, types, and textures. • Able to recognize problems of the hair or scalp and recommend appropriate treatments.

8.4 Schedule of Remuneration

Table 8.4 Schedule of Remuneration

POSITION	NO	MONTHLY SALARY (RM)	EPF (12%) (RM)	SOCZO (2%) RM)	TOTAL AMOUNT (RM)
Administrative manager	1	2 200	264	44	1,892
Marketing manager	1	2 200	264	44	1,892
Operational manager	1	2 200	264	44	1,892
Financial manager	1	2 200	264	44	1,892
TOTAL	4				7,568

8.5 Office Furniture, Fitting and Office Supplies

Table 8.5.1 List of Office Furniture, Fixtures and Fittings

TYPE	QUANTITY	PRICE PER UNIT (RM)	TOTAL (RM)
Air-conditioner Cassette Ceiling	3	1,500	4,500
Sofa set (2 + 3 + coffee table)	1	780	780
Reception table	1	150	150
Sofa Ottoman	1	100	100
Bean Bags	2	60	120
Dining set (4 seater)	1	150	150
Table	1	80	80
Chair	3	45	135
Reception Table	1	150	150
Display cabinet	1	150	150
File cabinet	2	120	240
Rugs	2	50	100
Pallet set	1	250	250
4-tier Cabinet	1	45	45
Low Cabinet	1	160	160
Book shelve	2	50	100
TOTAL	23	3,840	7,410

Table 8.5.2 List of Office Equipment

TYPE	QUANTITY	PRICE PER UNIT (RM)	TOTAL (RM)
Office Chair	4	99	396
Office Table	3	120	360
File cabinet	3	150	450
Laptop	1	1,600	1,600
Cash Register	1	388	388
Printer	1	120	120
TOTAL	13	2,477	3,314

Table 8.5.3 List of Office Supplies

TYPE	QUANTITY	PRICE PER UNIT (RM)	TOTAL (RM)
Stationary			200
Accessories			300
TOTAL			500

Table 8.5.4 List of Other Expenses

TYPE	QUANTITY	PRICE PER UNIT (RM)	TOTAL (RM)
Toys			150
TOTAL			150

Table 8.5.4 List of Utilities

TYPE	QUANTITY	PRICE PER MONTH (RM)	TOTAL (RM)
Electricity			
Water			
WiFi			
TOTAL			

8.6 Administration Budget

Table 8.6 Administration Budget

ADMINISTRATION BUDGET				
PARTICULARS	FIXED ASSETS (RM)	MONTHLY EXPENSES (RM)	OTHERS (RM)	TOTAL (RM)
FIXED ASSETS				
Building	-			
Office equipment	3,314			
Furniture and fitting	7,410			
				10,724
WORKING CAPITAL				
Salary, EPF and SOCSO		1,892		
Rental		1,700		
Accessories		200		
Stationary		300		4,092
OTHER EXPENDITURE				
Other expenditure	-	-	-	-
PRE-OPERATIONS EXPENDITURE				
Deposits (utilities)	-	-	-	-
Business registration and Licences	70			
Toys			150	220
TOTAL				15,036



FINANCIAL PLAN

Financial Plan

- 9.1 *Operating Budget*
 - 9.1.1 Administrative Department
 - 9.1.2 Marketing Department
 - 9.1.3 Operations Department
- 9.2 *Project Implementation Cost and Sources of Finance*
- 9.3 *Fixed Asset Depreciation Schedule*
- 9.4 *Loan and Hire Purchase Depreciation Schedule*
- 9.5 *Proforma Cashflow Statement*
- 9.6 *Proforma Income Statement*
- 9.7 *Proforma Balance Sheet*
- 9.8 *Financial Ratio Analysis*

9.8.1 Liquidity Ratios

9.8.1.1 Current Ratios

(*table and graph*)

9.8.1.2 Quick Ratios

(*table and graph*)

9.8.2 Efficiency Ratios

9.8.2.1 Inventory Turnover Ratios

(*table and graph*)

9.8.3 Profitability Ratios

9.8.3.1 Gross Profit Margin

(*table and graph*)

9.8.3.2 Net Profit Margin

(*table and graph*)

9.8.3.3 Return on Assets

(table and graph)

9.8.3.4 Return on Equity

(table and graph)

9.8.4 Solvency Ratios

9.8.4.1 Debt to Equity

(table and graph)

9.8.4.2 Debt to Assets

(table and graph)

9.8.4.3 Time Interest Earned

(table and graph)

CONCLUSION

CONCLUSION

Alhamdulillah, thank to Allah that we finally manage to prepare this business plan for course Entrepreneurship (ENT300). Barfé Enterprise is fully owned by Bumiputera which is located at No.9 Jalan Elektron GU16/G, E-Boulevard Denai Alam 40160, Shah Alam Selangor Darul Ehsan.

After completing this business plan, we already know how to set up a business and prepare a real business plan in the future. We choose this service and comply with Islamic rules to our business. This is because we see the potential of this business to grow in the market.

Besides that, the price that we offered is affordable compared to another business with the same services.

In addition, the location of our business is very strategic and near to residential area and development area. Thus, it shows that our business has possibility to be favoured by our target market.

In order to boost our sales, we should plan the activities of each department so that we can have guidelines to achieve target sales. We are optimist that our business will establish and has strong sales from year to year.

By preparing this business plan, we hope it will give spirit and encouragement to us and others who are interested in opening a business especially in saloon industry.

APPENDICES

SSM



BORANG D (KAEADAH 13)



**PERAKUAN PEMBAHARUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

BARFE ENTERPRISE

NO. PENDAFTARAN: RA0049885-P

telah didaftarkan dari hari ini sehingga **19 OKTOBER 2018** di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **NO.9, JALAN ELEKTRON GU16/G,
E-BOULEVARD DENAI ALAM, 40160 SHAH ALAM, SELANGOR.**

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **20 OKTOBER 2017**.


DATO' ZAHRAH ABD WAHAB FENNER
Pendaftar Perniagaan
Semenanjung Malaysia

PARTNERSHIP AGREEMENT

PARTNERSHIP AGREEMENT

All of partners are free to sign this partnership agreement on 26 October 2017 and witnessed by two lawyers from Amir & co. Firm that has been appointed for this purpose. The function of this partnership agreement is to avoid any fraudulent and deception that might be happen during the operation of business and ensure business run efficiently and effectively.

Below are the partners of the Barfé Enterprise:

1. Nor Amirah
2. Siti A'isyah
3. Nur Shafina
4. Siti

We all strength under one roof of Barfé Enterprise. We will strive to bring our product to the customer and market it nationally and internationally in the future.

We are all come with the mutual agreement in relation to the sharing of information, openness, trust and decision making involvement which lead to the successful of our company Barfé Enterprise. We are agreed to work together and strive till the end in gaining the target profit and achieving our mission and vision. This agreement is a symbol of our continued partnership and we will work with each other in good faith and having a close relationship with one another in ensuring the successful of our company.

- 1) Company's Name

Four partners under Partnership Act Registered 1961 (Amendment 1974) established Barfé Enterprise

- 2) Business Form

Our business operation and administration will base on the Business Registration Act 1956 (revised 1978) and our business carry on the partnership.

3) Business location

Our promise is located at 9, Jalan Elektron GU16/G, E-Boulevard Denai Alam, 40160 Shah Alam Selangor Malaysia. The reason why we choose this location because it is near to residential area which is near with schools and workplace which is the focus of the public. This place is located in town and the town is like the center of attraction for the most people in Selangor and Kuala Lumpur. It also suitable for supplier to supply raw materials to us as it is near to the town of Selangor.

4) The business will start

Our business start on 1/1/2018. This business will not be dissolve if one of our partner is death but it will be dissolve if all partners are agreed to dissolve it.

5) Partners Position

Name	Position
Nor Amira	Adminstration Manager
Siti A'isyah	Marketing Manager
Nur Shafina	Operational Manager
Siti NorS 6)	Financial Manager

Equity Contribution

Name	RM
Nor Amira Na	25,000
Sti A'isyah	25,000
Nurshafina	25,000
Siti NorSh	25,000

7) Profit and lost sharing is based on capital contributions of partners.

8) Death and Dissolve

This partnership will continue operate in the future even partners is dead, until all agree to dissolve it.

9) Labour Right

Each partner is entitled to take 13 days leave per year

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)
BUSINESS PROPOSAL

- 10) This agreement is valid for 10 years starting from the date of this agreement.

.....
Administration Manager

.....
Financial Manager

.....
Marketing Manager

.....
Operational Manager