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UNIVERSITI TEKNOLOGI MARA



LavQuisto ENTERPRISE

ENT 600 BLUEPRINT REPORT

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EXECUTIVE SUMMARY

1.0 INTRODUCTION

The name of the company is LavQuisto ENTERPRISE. The idea of getting this name of the company comes from the combination of lavender and mosquito since this repellent mosquito consists of lavender scent.

LavQuisto ENTERPRISE located at 2-07-01 Bangi Sentral, Jalan Medan Pusat Bandar 8A, Seksyen 9, 43650 6AB, Selangor. The reason of choosing this place as our main location is because the existence of business environment there.

All the LavQuisto ENTERPRISE's partners have agreed that our business will begin to operate on the 1st January 2021. Our target is to facilitate all users to live more comfortable and convenient.

While there are many retail shops around our shop, LavQuisto ENTERPRISE, we are confident that many people will visit and use our service as we provide a product that will make easier work for users. Furthermore, this business also provides an affordable price and follows customer's satisfaction and needs. LavQuisto ENTERPRISE also allow customer to return the product if it is not satisfied. We also give complete information about our product and immediately respond to the customers in social media.

In order to succeed in this market, we want to expand our service throughout Asian. We use the concept of simplicity of user interfaces, ease of use and high performances of applications to increase the number of users towards our business.

LavQuisto ENTERPRISE has the caliber to be one of the most successful businesses in Malaysia. We saw the opportunity that this business has the potential of success provided that it is handled efficiently. Furthermore, the product has never been market in other retails yet. People need to take care of their families' comfortable and make a good decision in keeping their family in healthy state. LavQuisto ENTERPRISE sees this as a way to prosper in this market by taking advantage of all users need.

2.0 PURPOSE

As we all know, blueprint is one of the tools that required to be prepared in order to open the business. Blueprint is written documents which describe the proposed business to be undertaken in the comprehensive manner. It is also known as a project paper, working paper, business proposal, business plan and prospectus.

A blueprint report is a written summary towards an entrepreneur, purpose business venture which contained operational and financial detail, market opportunities target and strategies and all the manageability and skills information. The plan serves as an entrepreneur's road map on a journey towards building a successful business. It describes the path and direction of the company is taking the goals, where the company wants to be, how it implements its own method to persuade the targets.

This blueprint is prepared in order to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading. LavQuisto ENTERPRISE has asked from MAYBANK for a loan up to RM 35,000 so that it can build itself in this business. The other RM 100,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 20,000 each. The financing will be used to purchase start-up assets like furniture and fittings, store front and artwork, advertising and many more. We can get all these items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

There are many purposes of creating and developing ideas in this business plan such as to evaluate the project ability and growth potential, as a guideline for management of proposed business in setting, managing, planning, handling and controlling for day to day management, budget, financial forecast, strategies, target market as well as long term goals and also to state clearly information on the certain authorities parties to get permits or other facilities.