



UNIVERSITI TEKNOLOGI MARA
SABAH

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
ENSOLEILLEMENT COMPANY

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ENSOLEILLEMENT COMPANY

NO.	CONTENT	PAGE
	Submission Letter	4
1.0	<u>Introduction</u> <ul style="list-style-type: none">• Executive Summary• Purpose• Company Background• Partnership Agreement• Terms in Partnership Agreement• Company's Logo• Shareholders'/Partners'/Owners' Background	5
2.0	<u>Administration Plan</u> <ul style="list-style-type: none">• Mission, Vision, Objective and Location• Organizational Chart• List of Administrative Personnel• Schedule of Task and Responsibilities• Workers Incentive Scheme• Schedule of Remuneration• List of Office Equipment• Office Layout• Administration Budget• List of Supplier	19
3.0	<u>Marketing Plan</u> <ul style="list-style-type: none">• Marketing objective• Marketing Analysis• Product Description• Target Market and Market Size• Market Competitors• Product Analysis• Market Share• Sales Forecast• Marketing Strategy• Promotion• Pricing Strategy• Marketing Budget	33

ENSOLEILLEMENT COMPANY

4.0	<u>Operational Plan</u> Goals and Importance Process of Flow Chart Activity Chart for beefball production Material Requirement List of operational personnel and responsibility Direct Labour Cost and Employers' Contributions Machinery and Equipment Layout of Kiosk Location Production Operational Budget List Of Equipment	50
5.0	<u>Financial Plan</u> Objectives and Strategy Project Implementation Cost Administration Budget Marketing Budget Operational Budget Depreciation Loan and Hire Purchase Schedule Cash Flow Income Statement Balance Sheet Financial Ratios	65
	Conclusion	86
	Appendices	88

1.0 Executive Summary

Ensoleillement is a company that manufacture organic product which is sunscreen. Our company is located at P13, 4th floor, Palm Square, Centre Point, 88300, Kota Kinabalu, Sabah. Our company expect to be the premier sunscreen manufacturer focusing on creating the highest performing products and doing everything possible to keep them as natural as possible.

Ensoleillement aims to build shareholder value by delivering pharmaceutical and healthcare product, services and solutions in innovative and cost effective ways. Ensoleillement get the idea of creating this product since that this kind of product have high demand from customers. There are many sunscreen products in the market, however, what makes our product different from the other is our sunscreen are 100% chemical-free and it can be used for people of any ages including children.

There are people who still does not aware about how important it is to have a healthier life by using organic product. So, Ensoleillement aims to keep promoting this organic sunscreen and launch awareness campaign to spread the awareness among people in this country, Malaysia.

People across Malaysia have decided to use our product since that it has affordable price, attracting packages and *halal* ingredients. Most of the users of our sunscreen are athletes and people who have skin problem where their skin are sensitive to chemical products. Ensoleillement has received a lot of positive feedbacks from the users. This has shown that Ensoleillement has the calibre to be one of the most successful manufacturer of organic product. Currently, Ensoleillement are working on expanding our business and also introducing and exporting our sunscreen to other Asian countries.

We, Ensoleillement, saw the opportunity that this business has the potential of success provided that it is handled efficiently. People have always seek and needed to use organic sunscreen, as not everyone can suit with chemical product, and not everyone can afford to buy expensive organic products. Ensoleillement sees this as a way to prosper in this market, by taking advantage of all these people's need.

2.0 Purpose

The purpose of creating this business plan is as the guideline for our company so that we can manage our business smoothly and organize. Ensoleillement also want to practice environmental awareness and cooperative principles in all aspects of production, handling, marketing and operations.

This business plan is prepared because 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.

This business plan is also being drafted so that Ensoleillement 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.