

YOUR ORGANIC SKIN NEEDS



FACULTY OF APPLIED SCIENCE

ENT 300

BUSINESS PLAN REPORT

Mushy Beauty

GROUP : AS1145B2

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EXECUTIVE SUMMARY

Mushy Beauty is a company and beauty store that offers the high quality products of skincare such as cleanser, facial mask, lip balm, toner, and moisturizer that serve as a way for our customers to have bright, glowy, and healthy skin while maintaining the anti-aging properties for the skin. Mushy Beauty uses organic and natural ingredients to produce the products. Our company's vision and mission is to become a well-established organic skincare brand that includes components that may repair the skin barrier as well as rejuvenate and soothe the skin without causing any negative side effects. This business is a limited liability company business with five business owners that hold important positions in the organization which are Nurul Izati Binti Ahmad Zaki as General Manager, Siti Aishah Roslee as Marketing Manager, Aleya Nadhirah Binti Awang Kechik as Administration Manager, Jawahir Jafni binti Johar as Operation Manager, and Nurshahirah Izzati Binti Roslan as Financial Manager of Mushy Beauty Company. While holding all these important positions and having big responsibilities, we will make sure that our Mushy Beauty business will achieve all of its objectives and goals while running the business smoothly with serious planning for any possible consequences or problems in the business. Mushy Beauty Store is located at 125-1, Persiaran Anggun, City Rawang, 48000 Selangor where we strongly agree that it is an ideal place and strategic for attracting customers and growing the business along the years of running the business. The location has a good environment and setting and is also spacious for our customers to walk-in and enjoy the time to shop or survey our products there. Our marketing strategy is to produce high-quality skincare products by using scientifically guaranteed to be safe organic ingredients and also clinically proven by certified dermatologists that is also tested on various skin types. We care about customers' well-being, their skin concerns, and health. We are planning to aim for teenagers and adults as our major customers because this generation of age is more likely to discover our products or brand on social media because they mostly use social media from time to time.

REASONS STARTING THE BUSINESS

Creating change- We entered into the skincare industry with the hope of creating a change to customers' skin for the better. As we can see nowadays, certain people struggle with their skin such as breakout or dull face. This is due to the face not being cleansed thoroughly and dead skin piling up on the surface of the skin. So with the use of our face mask product, it could remove all the dead cells and our skin ultimately will become brighter and have its own glow. We also participate ourself into this business by holding onto our goal of satisfying customers, providing good service, offering top notch quality of our product and innovating a product.

Job security- By starting this business, we can secure a job that could pay us enough. Each individual participating in this business can feel a sense of security and also flexibility of deciding the time to move on from the business. As long as there is work synergy between the individuals, it is such an ideal business to be considered as a permanent business. Besides, the source of income is promised as the job is continuous and reliable.



CON'T REASONS STARTING THE BUSINESS

Pursuing passions- As you can see in the owners' background, we mostly came from the background of lab people, so our passion is at the laboratory work. As they say, many businesses are born from its owners' passions in life. So, in producing this skincare product, we are delighted to put all our passions into our new innovative products which could bring such benefits to the customers. In this business world, nothing could get better than getting paid for something we enjoyed doing and having positive impacts on society and wearers.



PURPOSES PREPARING THE BUSINESS PLAN

To judge the success of the business- To have a preview on the percent of success of the business. It allows us to clearly see the achievement of strategic, financing, and operational goals.

To position our brand- Business plan does help to define our company's place or role in the marketplace or in the respective industry. With that, the interest or insight our business get during the business planning process will serve as the opportunities on how to attract and position the brand among customers, investors, and partners.

To determine the financial needs of the business- This means that by doing the business plan, we can get a gist on whether the business needs to raise capital and how much it would be. It will determine exactly how much capital the business needs and on what it will be used. The process of raising capital is essential for business. In order to plan ahead of the business, it is important to apply the business financing in case we need to raise additional funding in the future and as a preparation for any risk.