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UNIVERSITI  
TEKNOLOGI  
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**ENT300**

**(FUNDAMENTALS OF ENTREPRENEURSHIP)**

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**BUSINESS PLAN REPORT**

**BLAIRE LIP ATELIER: CUSTOM LIP COLOUR CREATOR**

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## **1.0 EXECUTIVE SUMMARY**

Blaire Lip Atelier is the first lip cosmetics company born in Shah Alam, Selangor. This company aims to deliver the highest quality custom-made lip cosmetics through its specialty lip color machine, allowing customers to create their personalized lip colors according to their preferences while offering a personalised consultation to customers. It is an exciting and very unique proposition in the cosmetic world.

The major objective of Blaire Lip Atelier will be positioning itself as the market pioneer in personalized cosmetics. The organization is likely to pursue such a reality through innovations within the product, customer loyalty, and green practices. The company, therefore, estimates revenues of RM9 million in the first year from the sale of lip colors machines, subscription services, and refill cartridges.

Product and service offerings will include a customized lip color machine, subscription refill programs, exclusive hues, and eco-friendly packaging. The expected customer base will include women of all ages, makeup artists, and, most importantly, any person fond of sustainable and personalized beauty.

This business strategy will assist Blaire Lip Atelier in the launch and later development of a brand. This will also tend to attract potential partners and investors who would show interest in this innovative, novel, and successful venture. Blaire Lip Atelier is transforming the beauty industry with unique and sound technological innovations that are eco-friendly. It will thus become an extremely distinct and exciting brand for any serious beauty enthusiast.

## **2.0 INTRODUCTION**

### **2.1 Business Background**

Blaire Lip Atelier is a cutting-edge cosmetics brand that specializes in high-quality, luxurious lip products designed to elevate and personalize the beauty experience. At the heart of the brand lies a unique concept of a customizable lip color machine that empowers customers to create their own shades. This innovative approach allows Blaire Lip Atelier to stand out in the competitive cosmetics market, offering a one-of-a-kind service where beauty meets technology and artistry.

Founded with a passion for both creativity and craftsmanship, Blaire Lip Atelier redefines the beauty industry by allowing customers to craft bespoke lip colors that are as unique as they are. The brand was born out of a desire to provide a personalized, high-quality cosmetic experience, where individuals are no longer limited to the same pre-packaged options but can instead design lip products that match their exact preferences. This innovative customization process not only makes the beauty experience more exciting but also provides a sense of ownership and connection with the products.

The machine utilizes advanced technology to blend a variety of high-quality pigments and finishes, ensuring a flawless, unique color with every creation. Customers are guided through an intuitive process, where they can choose the base tones, depth, and finish, resulting in a lip product tailored specifically to their style and skin tone. Whether they prefer a bold statement shade, a soft, everyday hue, or an entirely new creation, Blaire Lip Atelier's machine delivers on its promise of customization at the highest level.

Blaire Lip Atelier is committed to using only the finest ingredients in its formulations, with a focus on ethical sourcing and cruelty-free practices. The ingredients are selected not only for their effectiveness in delivering beautiful colors but also for their ability to nourish and hydrate the lips, ensuring a product that is both luxurious and responsible.

Blaire Lip Atelier's innovative model has garnered attention and praise for its forward-thinking approach to beauty. The brand continues to grow through word-of-mouth, social media, and a loyal customer base, with its customizable machine serving as a key differentiator in the beauty industry. By combining the artistry of traditional cosmetics with

the innovation of technology, Blaire Lip Atelier offers a unique and exciting beauty experience for customers who seek individuality and quality in their products.

As the brand looks to the future, Blaire Lip Atelier is committed to expanding its reach and solidifying its position as a leader in the customizable beauty space. Through further innovation, new product launches, and expanding its customization options, Blaire Lip Atelier aims to become a go-to name in luxury, personalized cosmetics.

