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FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN OF :

PRIMROSE PEARL CORPORATION

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1.0 INTRODUCTION

1.1 EXECUTIVE SUMMARY

Nowadays, people are having very little time to prepare themselves before doing something or going somewhere. Their time is also very limited, disabling them from arriving early to classes or works, and even restraining them from getting things done, due to insufficient time. Usually, they are having trouble preparing themselves early, since grooming processes always take very long period of time to finish, especially during bathing. For example, washing hair might be the bane during the whole processes, since it takes up to 10 minutes to be done, causing distress early in the morning.

Therefore, our company, Primrose Pearl Corporation, wants to help them to get prepared easily before they have to face the day's challenges. Our product, Gisele, an anti-dandruff dry shampoo will help our customers to save their time, hence, increasing their daily productivities. Normally, washing hair using regular shampoo takes so long to be finished, since they have to use the conditioner after washing their hair, before rinsing it thoroughly using water, taking up to 10 minutes to complete. Our company wants to help them save a significant amount of their time for them, since our product may save 80% of their time, whereby it only takes 2 minutes to complete the task, even without using any water.

Besides that, our company is also trying to answer the market's demand, since there are still no anti-dandruff dry shampoo sold in the market. The only dry shampoos that can be found are the normal ones, without carrying the aspect of preventing one's hair from dandruffs. A lot of feedbacks has been received by the shops selling them, whereby they stated that the regular dry shampoos that are being sold in the shops do not help them with their problems, causing the demand for anti-dandruff dry shampoos to exist. Hence, causing the establishment of our company and the creation of our newly-developed product.

Our anti-dandruff dry shampoo can be considered as a hygienic product, since it can be used easily, anywhere and anytime. It helps the customers' hair to be less oily, smells good, and free from dandruffs, improving their lifestyles and health, especially in our country, whereby heat is the main cause for the mentioned hair problems. The anti-

2.0 ADMINISTRATION PLAN

2.1 INTRODUCTION TO THE ADMINISTRATION PLAN

Administration, also referred to as business administration, is the management of an office, business, or organization. It involves the efficient organization of people, information, and other resources to achieve organizational objectives. Information is to key business operations, and people are the resources who make use of information to add value to an organization. According to the Merriam-Webster Dictionary, administration refers to the activities that are related to operating an organization such as a company or a school; the collection of individuals who run an organization; or the part of a government that is identifiable with that government's leader.

Besides, the duty of an administrator depends on the company that the administrator works for. Thus, in Primrose Pearls we see administration function as prominent task to ensure the efficient performance of all departments in organization activities. They act as a connecting link between the senior management and the employees. They provide motivation to the work force and make them realize the goals of the organization. Our company, Primrose Pearls focuses on dry shampoo, which great product that we gained from manufacturer and service providers to bring the products that are needed in supply chain. These products are in form of spray bottle. By looking this as business opportunity, the personal care industry is vibrant and is rapidly becoming a mainstream sector across the world, despite uncertainties in its regulatory framework. To promote our products to be known that comes from varieties product in a strategic center.