



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

LITTLE LIGHT COMPANY

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DECLARATION OF ORIGINALITY

I hereby declare that the above matter, Little Light Company, would have been prepared by me and my group members, and references Little Light Company have been used in the preparation of this project.

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Executive Summary

Little Light is our company's name. All 5 members are in total were in charge of establishment of this company. Little Light is incorporated on 20th November 2011, located strategically at [REDACTED], Metro Town, Kota Kinabalu. Our company's products are making and selling crafty handmade candles. As we all know, this products is based on using used materials such as drinks can, bottles, plastics, and many more recycle materials that can be turned into valuable goods. Our product's theme is based on environmental issue or called as eco-friendly theme. As nowadays, the damage to the environment is increasing at an alarming rate mainly due to human activities-increasing of rate of throwing trash and garbage. Why we choose candles as our products? This product is handmade products, using recycle materials, various benefits, and wonderful creative designs. For promotion part, we usually use television advertisement, online website, and brochure to promote our products. Our management was led by Chief Executive Officer (CEO). The CEO is responsible for four main designations of the company, namely the Financial Department, Sales & Marketing Department, Operation Department and Human Resource Department. Our company's goals in this business world are to gain at least RM 600,000 net profit every year, in addition gain more experiences and to achieve 100,000 customers per year.