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FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN BANKING
FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)

BUSINESS PLAN PROPOSAL

D'LATO BEAUTY SKINCARE

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In the name of Allah, the Most Gracious, The Most Merciful

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INTRODUCTION

NAME OF COMPANY

The company's name is D' Lato Beauty Skincare is the official production and selling natural ingredient soap among Malaysia current market. The significance of our company's name, D'Lato Beauty Skincare represents the pure and natural component of our soap which is Lato' (in the Philippines it is called lato) also known sea sea grapes and its scientific name is Caulerpalentillifera that has various benefits not just inside the body but also for skin. We believed that the natural component is our main attraction and have a high potential to enter the market.

NATURE OF BUSINESS

Our business is a product of beauty as we produce and sell the Lato based soap.

INDUSTRY PROFILE

Our business is owned fully by 6 of us. Incorporated as D'Lato Beauty Skincare. Our business produces a skincare product for teenagers and adults that age range is 16 years old and above.