



UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
ENTREPRENEURSHIP ENT300

"Le' Felicidad Love"

PREPARED FOR:

MR. MOHD FIRDAUS

PREPARED BY

DAYANGKU NURWafa SAKINA 2013705405

BERNADATTE JAFFLICK 2013940945

CHATERINA ANK SINGAI 2013598883

PRINCE CANNADY PATRICK 2013774623

MOHD WAQIYUDDIN IQBAR BIN MOHD SAKAWI 2013538191

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of five (5) members which hold important positions in the company such as General Manager, Administration manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 100,000 where the total contribution of each member is RM 20,000 and the rest RM 31,900 is from MARA's loan.

Our shop is located at Kota Kinabalu, Jalan Pantai First Floor Kota Kinabalu.

Le Felicidad Enterprise is a company which focuses on providing services in Malaysia. We sure that every people have their important day or special day in their life and that we are so sure to give a service that can create a great moment become forgetful and always be in mind of costumers. This kind of services will have high opportunities to success because we never seen services like this been applied in Malaysia. This was a best opportunity that we have to be the most successful company in future.

To make it more attractive and interesting, we decided to make some innovation by implying our creative and modern element in this services that we will give and provide to our customers. Nowadays, many people are too busy with work as the cost of living is high and always forget about their special day or in other word they forget their important day in their life like their birthday, their anniversary day and others. Normally, when the people want to celebrate some party, they will had not enough time to do some preparation because of busy of life, so that we creating this kind of services to help them to prepare early and do what we supposed to do to create the day become memorable. We are providing so many packages where our costumer can choose what type of services they want to. For example, we are providing birthday party, anniversary date, mother and father day, couple day, teacher day, graduation party, friendship party and so on.

With loan given as a support from MARA we are hoping and wishing to make Le Felicidad Enterprise able to achieve outstanding demand from costumers. Our business is expected to commence on 2015 and our vision is to make our company become wee-known, our objectives is to established and satisfied by our costumer in order to expand our services to attract other services' party to deal with us with an affordable prices. This will be realized by the full cooperation and efforts among the partners to promote company.

Based on the objectives above, we are venturing into serving industry. Le Felicidad Enterprise has a potentials of being a profitable business if it is done in good manner with affordable prices, quality of services and of course by systematically managed.

As what we say earlier, we expect that our business will become more developed in the near future because with the new innovation in our services, the demand will increase not only during any occasion but it might be new daily party services. This will give more advantages for us to make our services more profitable and stable in the long run business.

1.0 INTRODUCTION

Le Felicidad Enterprise was established on the 1 December 2014 as to provide our services toward people especially people in Kota Kinabalu which known due to highly demand in population around. We are offering product that are provide a party services, which will give great memories on someone important day. The business was founded and managed by five partners and determined to give a great opportunity to public to taste our new provided services in order to conquer our market. Therefore we will try to get an opportunity to expand our business.

1.1 PURPOSE OF BUSINESS PLAN

- i. The Entrepreneurs (Le Felicidad Enterprise's manager)
To better understand to purpose of the business and act as guideline to managed the business effectively and efficiently.
- ii. Financial Institutions
Assist and help the financial institution to evaluate the capability of the proposed project and provide loan for business. Financial institution involved in this project is MARA.
- iii. Supplier
Help convince supplier of the viability of our business venture thus benefiting both the supplier and our company in the long term business arrangement.
- iv. Company staff/ Worker
Help workers to understand the business's goals and objectives and guve a guideline to them regarding their job duties and responsibilities.
- v. Costumers
Persuade and influence our costumers regarding the products being offered and gives assurances and confidence to them to have business with us. In addition, main objective for development of Le Felicidad Enterprise are first to focus on providing party services to be famous Malaysian services party and make the product and demand not stunted. We want to introduce product into public and maintain potentials customer by making good relationship with suppliers, creditor and costumers. We also want to expand our business in order to generate high rate of profit within 4 years and to ensure that our production run more systematic and efficient to increase sales. The innovation party services that have different fillings and type of party, we confidently would like to sell and provide them and feel that is very suit with Malaysian demand. So, people will be more interested to buy and try our services provided. We also interested to compete with other company that have same objectives and make our company become the most popular company among others. Our business vision is to place our Le Felicidad Company at worldwide company and make a new concept of "Pool Party" in 3 years.