

PRINCIPLES OF ENTREPRENEURSHIP  
ENT530  
"LOLESH COSMETIC"

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## EXECUTIVE SUMMARY

The name of LOLESH COSMETIC is based on the word of flawless whereby we actually do business through online but at the same time we do direct selling of our product to the customer. But then, we are more focusing on distributing our product through online which via media social such as Facebook, Instagram as well as Whatsapp.

Because of cosmetic is trendy nowadays, so we decided to sell a cosmetic which is more makeup based. Mainly our business is cosmetic based, thus the customer that we target actually from a large segment since event both male and female use makeup in their every daily routine. Our company offer variety and attractive cosmetic from a branded with high quality compare to others local seller. Our company is giving the best cosmetic product to customer and ensure that the demands and expectations of customers achieve consistency in our company's cash flow. This business plans to distinguish itself from other competing business by offering best price desired by the customers and is price competitive.

We, LOLESH company is just a simply agent cosmetic whereby, our supplier is directly distribute the product to our company without charge any others fee. Through this, we make an agreement with the supplier to sell their product with a certain percentage of margins in order to gain our profit.

We don't have any specific place for such premise to sell our product unless if there is festive out there, we would open up just a mini booth to promote out company. This is because, we are required to do a business plan which dealing with customer based on online selling.

We are starting the business with the total capital of RM 300.00 and all of the partners are contributing RM 100.00. We have three workers that are committed as general manager, organizational manager, marketing manager, operational manager and financial manager.

Besides, it is essential for all entrepreneurs to prepare a business plan when opening a new business. It will be a guideline and reference not only for the entrepreneur themselves, but also to banks, suppliers, customers and employees. In this business plan, we have presented every important aspect in chapters for the convenience of readers.