



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

DAISY

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ACKNOWLEDGEMENT

In the name of Allah Most Gracious and Most Merciful.

First of all, praise to Allah SWT for giving us opportunity to finish this project successfully. With the gust and guide that He gives to us, we could finish up this project completely on time. With the strength He gave to us, it helps us to find the materials and information that are needed to finish up this project.

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But out of all people that have been supporting us, we would like to thanks to each of our group members who have been sacrificing their time and tolerating with each other until we could overcome every difficulty that coming towards us in finishing this project. We hope that this business plan can gives us a good marks as it was the last project in the last semester for us in university.

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EXECUTIVE SUMMARY

Daisy partnership is a business that can be categorized as Small Medium Enterprise (SME) which selling a product for customer. We are specialized in producing a Makeup Bank which is the product that solving customer's demands and problems. Daisy partnership consists of four partnerships business whose contribute same amount of capital and will hold different task and responsibilities to manage the business.

Through our long-term research and observation, we had planned to set up this business because we can see wider prospect in this sector and the product for the future. Moreover, we discover people are desire for beautiful product, we come out with colourful and trendy product's design yet can be purchase at a reasonable price.

Apart from that, we have been observed that there are fewer competitions that involves in producing this product. We take these opportunities to come up with the product that will meet the customer demand nowadays.

Since our company is listed as a new in the market, it is clear that there are many aspects that we need to consider so that our company is able to compete in the market as there are many people who involves in the business nowadays.

In conclusion, we hope that Daisy partnership with the product of 'Makeup Bank' can compete with other competitors in the market and able to produce great products that meets the demand of the customer from time to time. Thus, it is our pleasure to be the benchmark for other people who are interested to start business.

1.0 INTRODUCTION

1.1 Purposes of preparing the business plan

Product	This business plan is prepared to set up a document prepared by organization's management to summarize its administration, marketing, operational and financial plans for the business activities. It also provides an idea on how to manage and achieve the goal sets by this business.
Website	It allows the business to define a strategy on how to make the business run smoothly and successfully which it helps to avoid failure by plotting the strategy for the business. By setting out the plan and target for the business, this business can control and monitor their progress and get the business back on track if something unexpected happen to the business in the future.
E-mail	Successful business is lead by a leader who knows how important well written business plan, which can control their day to day business. A business that stay focus on their plans have a higher chance of success. Where when there is a business plan, they know what path that they can take to become successful and what plan that they can use to solve the problem in their business. The business successful are based on their benchmark which is the business growth, mission and vision of the business that been write in the business plan.
Telephone	A business plan that are well planned will portrays a formal seriousness of employees and others who involved in the development and growth of the business. Where this business plan will attract the intention of the employees in the business to achieve the goals sets by the organization.
Task list	
Form	
Man	
Date of	1th January 2020
Company	
Date of	
Right	
Name of bank	MAYBANK
Bank Account number	1000-0001-8880