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DIPLOMA IN ACCOUNTANCY

(ENT 300)  
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN  
YAMAKAZE ENTERPRISE

PREPARED BY :

EZZAH ROSNAIDA HAMDAN  
DG NURSAKINAH AZMAN  
ELISABETH PETRUS  
NURUL ZUNAH ABDURASID  
FARAH AMIRAH FIRDAUS

2012485936  
2012296288  
2012262274  
2012657964  
2012425244

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## 1.0 INTRODUCTION

Yamakaze Enterprise is a business entity located at 1 Borneo Hypermall, Jalan Sulaman, Kota Kinabalu, 88400, Malaysia which is a strategic place that allows adults, travellers and students to reach Yamakaze Enterprise's main and sole production, Beauty Key cosmetics, in one convenient location.

Beauty Key is a beauty product in a form of keychain that can easily be carried around. The mini size is its main attraction. Beauty Key is affordable in price as its average price will not exceed RM 50 although the ingredients used are in the highest quality possible.

When it comes to beauty products, most cosmetics industries use thousands of synthetic chemical in their products, while Beauty Key will only use natural based ingredients for each of the cosmetics. Potential customers will be able to experience this benefit of hundred percent of natural ingredients make up in a form of cute keychain like never before.

Although not the first company to produce natural based make up, people across Malaysia will be interested to use this product because it is the first keychain makeup commercially produce and sell.

Yamakaze Enterprise has foreseen this opportunity to provide different level of cosmetic in this industry. We see the opportunity that our cosmetic products are not only be well-liked by the makeup lovers because of the ingredients used but also popular among all as they can be a gift for special one and during certain celebrations. This shows that Yamakaze Enterprise has the calibre to be one of the most successful beauty product manufacturers in Malaysia.



## 2.0 PURPOSE / BACKGROUND

This business plan is prepared because to convince venture capitalists and investors in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

There is a total of RM 500,000 of capital contributed by each of the shareholders to finance its business activity, beauty products. Each shareholder has agreed to contribute RM 100,000.

The capital contribution will be used to purchase a start up assets like machineries, furniture and fittings, store front and artwork, for the purpose of selling and distribution and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. Yamakaze Enterprise has all the ingredients to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

Yamakaze Enterprise will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be divided equally among the shareholders and to pay the company liabilities.

## 2.0 INTRODUCTION

### 1.0

Marketing plan can be define as a market specific or company-wide plan that describes activities involves in achieving specific marketing objectives and company goals within a set timeframe. A market plan begins with identification, through market research such as specific customer needs and how the firm response to fulfil them while generating an acceptable level of return. In market research generally includes analysis of the current market situation such as opportunities and trends and detailed action of program, budgets, sales forecasts, strategies, and performance of financial statements. Moreover, marketing plan provides a several major benefits to the business, such as obtain a clear direction regarding how to build a strong relationship\* with customers, become better at using strategy to build brand awareness, and easily identify potential problem and better solutions.

