



FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION
(AM1105C)

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

LILIACEAE.CO
LILIACEAE MULTIPURPOSE SOAP

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LETTER OF SUBMISSION

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Dr,

Submission of the Business Plan (ENT 300)

Attach is the business plan title "**LILIACEAE.CO– MULTIPURPOSE SOAP**" to fulfil the requirements as needed as university requirements.

Below is the list of the group members involved in completing this business plan:

Nur Amirah Natasha Binti Zamberi, 2020

Nur Nayli Binti Abdul Rahim, 2020

Nur Liyana Binti Ab Aziz, 2020

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Nur Marrisya Binti Sumarjo, 2020

Ain Najwa Binti Zulkifli, 2020

Thank you,

Yours sincerely,

Amirah Natasha

.....

NUR AMIRAH NATASHA BINTI ZAMBERI
General Manager

ACKNOWLEDGEMENT

Praise be to God, thanks to Allah SWT for His grace and permission, we were able to complete this case study to fulfill part of the needs of the subject Fundamentals of Entrepreneurship in our course.

Our deepest appreciation and special thanks to the Fundamentals of Entrepreneurship lecturer, Dr. Hasnizawati Binti Hashim, give us a lot of guidance, support, and an excellent opportunity to complete this research. We appreciate what have she done to explain about this assignment. May Allah reward her for all her efforts.

In the end, we also would like to thank everyone who had helped, especially my teammates and colleagues, either directly or indirectly in completing our task. May God Almighty give you a better reply. Amen.

TABLE OF CONTENTS

No	Content	Page
	LETTER OF SUBMISSION	ii
	ACKNOWLEDGEMENT	iii
	TABLE OF CONTENT	iv-vii
	EXECUTIVE SUMMARY	1
1.0	Introduction	2
1.1	Name of the Business.....	2
1.2	Nature of the Business.....	2
1.3	Location of Business.....	2
1.4	Date of Business Commencement.....	3
1.5	Future Prospects of the Business.....	3
2.0	Purpose of Business Plan.....	4
2.1	To Evaluate the Project Viability and Growth Potential.....	4
2.2	To Apply for Loans or Financing Facilities from Any Relevant Financial Institution	4
2.3	To Act as a Guideline for The Management for The Proposed Business.....	4
2.4	To Allocate Business Resources Effectively.....	5
3.0	Business Background.....	6
3.1	Business Background.....	6
3.2	Vision and Mission.....	6
3.3	Organizational Chart.....	7
3.4	Logo and Motto.....	8
	3.4.1 Logo.....	8
	3.4.2 Motto.....	9
4.0	Background of Partnerships.....	10
4.1	General Manager.....	10
4.2	Administration Manager.....	11
4.3	Marketing Manager.....	12
4.4	4.4.1 Operation Manager 1.....	13
	4.4.1 Operation Manager 2.....	14
4.5	Financial Manager.....	15
5.0	Location of Business.....	16
5.1	Physical location of the project.....	16
5.2	Advantage of location in helping business to achieve objectives.....	16
6.0	Marketing Plan.....	18
6.1	Marketing Introduction (Objectives).....	18
6.2	Description of Products.....	19

EXECUTIVE SUMMARY

Liliaceae's business is oriented to partnerships. It consists of 5 lead workers, which are Amirah Natasha, Nur Nayli, Nur Marrisya, Nur Liyana, Puteri Aisyah, and Ain Najwa. We have delegated our task to become the General Manager, the Operation Manager, Administration Manager, Financial Manager, and the Marketing Manager of the company. Throughout our business expenses, it amounts to RM 120,000 in which the total contribution within each member is RM 15,000 except for the General Manager, which is RM 20,000. Also, the remaining would be from CIMB Bank's Loan.

Multipurpose soap is one of the most needed things that are everyone required and the most popular products at our company. Liliaceae. Co with the tagline 'Radiates Your Beauty' is located at Plaza city one, Jalan Munshi Abdullah, Masjid Jamek, 50100, Kuala Lumpur. We see this as a place that has a lot of opportunities to start our business. Liliaceae. Co is a company that focuses on skincare products as skincare products have many demands from people, especially both genders, from 12 years old until 65. This product looks fascinating and acceptable for variations in packaging, size, and shape to anyone who wants to use it. It is more attractive and exciting because we are implying our creativity for these skincare products.

In addition, the design seems to be the most important thing when we render the colourful tablet with a few fragrances that might have been surprising to people. After doing a bit of research, we found that people in Malaysia were having an issue, especially those who particularly loved to travel and needed to participate in a lot of a seminar or course. They need a lot of space to use for the toiletries and skincare. So, with our innovation, they can grab a bottle of Liliaceae product with multipurpose soap and go to travel or attend a course.