



اُنْبُوْا سِيَّتِي تِيكُوْا لُوْكِيْنَ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Faculty of Administrative Science & Policy Studies

Diploma in Public Administration (AM110)

AM1105F

Fundamentals of Entrepreneurship

ENT300

Business Name: Mekar Beauty Sdn Bhd.

Product Name: Mekar Beauty Lipstick

Prepared for:

Madam Rozieana binti A. Halid @ Khalid

Prepared by:

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LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
Faculty of Administrative Science and Policy Studies
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

29 JANUARY 2021

Madam Rozieana binti A. Halid @ Khalid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**MEKAR BEAUTY SDN BHD – MEKAR BEAUTY LIPSTICK**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

Syahmi

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(SYAHMI AFFENDI BIN AMIR HUSAIN)
General Manager

EXECUTIVE SUMMARY

The business is based on private limited company and it consists of 5 main positions such as General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. Those positions play their own important role in conducting this business. Our company will operate in Tanjung Dua Belas (1), Kuala Langat in Selangor and focuses on cosmetic production which is lipstick. When it comes to lipsticks, people will usually relate the products with female stuff. Therefore, in order to make our business innovated, we have decided to take a new step to trade the lipsticks which are unique among other lipstick brands in term of texture, shape, and colour too. In this manner, all of lipsticks traded are the best for all of the consumers to look beautiful, stylish, and confident in front of people.

The only question here is why are we trading the lipsticks and not the other cosmetic products? Here, lipsticks are the most demanded products among our community and we believe that by trading this product, it will fulfil the demands and thus boost the sales. Therefore, in order to conduct this kind of business, administration plan, marketing plan, operating plan and also financial plan were already taken into account and examined properly. From these plans, such mistakes or problem can be reduced either from the management or our own workers.

However, our business operation here will be expected to commence around early 2021 in the future. Hopefully, our company will be remained as the best trader among other cosmetic companies and well-known by most of people in Malaysia. Not only that, we also hope for another company to deal the business together as the trade partners.

1. Business Background

Table 1.0 Business Background

Name of the Business	Mekar Beauty Sdn Bhd
Business Address	
Correspondence Address	
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Selling lipsticks
Date of Commencement	5th January 2021
Date of Registration	25th December 2020
Registration Number	00173952-T
Name of Bank	Bank Rakyat
Bank Account Number	

1.1 *Vision and Mission*

1.1.1 Vision

The main vision of the company is to be the best cosmetic company that trade the lipsticks in line with easier and simpler system in term of management, effectiveness, quality and affordable by all groups and thus can generate profit for both producers and sellers.

1.1.2 Mission

To help female customers who have dry lips to look prettier again and thus to make our customers look more confident and beautiful.