



اَوْنِيُوْ سِيْتِي تِي كُوْلُوْ كِيْن مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER SCIENCE AND MATHEMATICAL

DIPLOMA IN COMPUTER SCIENCE (CS110)

CS110A4

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BATEUSKIN.CO

TRUE SKIN FOUNDATION

PREPARED FOR:

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PREPARED BY:

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LETTER OF SUBMISSION

Diploma in Computer Science (CS110)
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10 JULY 2020

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

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**BATEUSKIN.CO – TRUESKIN FOUNDATION**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Aina batrisyia

.....
NUR AINA BATRISYIA BINTI ASFAZAFRIN
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, we most grateful to Allah S.W.T for the his grace of this Business Plan as one of the requirement that need to be accomplish in the course work assessment for code ENT300.

Special thanks to my parents that give a lot of support in order to make this business plan success. This business plan also has been prepared by receiving a lot of cooperation and support from many people. Next, also not forgotten to thanks my lecturer Madam Rozieana and her kindness to help and guide us in order to make this business plan. She has given us a lot of support in terms of process and creating the idea of our product. She also providing us with many useful information to us. Without her, we would not be able to finish this project.

Even though there are a lot of problems to complete this business plan especially when creating the idea of product, we manage to handle the problems and become more organize and mature in dealing with problems that occur our research. This business plan contains organization details, marketing, operation, financial and any other information that related to this business plan.

Lastly, we would like to thank all people that involved and contributed directly or indirectly along with this business plan process. We are very grateful to them for the effort that they have shown in our project until we successfully completed our business plan. We hope this business plan report can give us a little bit about entrepreneurship world and fact about how to become a entrepreneur in future

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EXECUTIVE SUMMARY

Bateuskin.co is a company that develop various kind of cosmetics that can help the customers to treat their skin. Our concern is to improvise from normal makeup into skin - treated makeup and gives high satisfaction to the customers.

All of our ingredients are chosen wisely based on their useful and advantages so that every products that we produce will be used by customers in various type of skins and shades. Our clients is customers identifying as middle and low class who want consume product with affordable price of product.

We have decided to make a collaboration for foundation that can treat your skin while using makeup. It known as True Skin Foundation by Bateuskin.co. Our marketing strategy is to emphasize the quality and price of our products. We offer the affordable price because many people in Jerantut very medium income and came from an average family. Thus, we develop, marketing strategy that gives attraction to come to our shop especially with a small income.