



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
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TEKNOLOGI
MARA

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE

DIPLOMA IN COMPUTER SCIENCE (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

Glow Beauty Recipe

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LETTER OF SUBMISSION

Diploma in Computer Science (CS110) Faculty of Computer and Mathematical Science

Universiti Teknologi MARA Cawangan Pahang 26400 Pahang

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Madam,

Submission of the Business Plan (ENT 300) Attach is the business plan title "Beauty Glow Recipe " to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....

Muhammad Amir Sadiq bin Mohd Zahir

General Manager

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

Beauty glow recipe products and services, providing the one and only product skincare that gives high satisfaction of consumer. Our clients is customers identifying as middle and low class who want to feel satisfied because our product is much same with international brand at same time, come with the products that affordable and reasonable price. We are also targeting people that are facing the skin problems. Products from beauty glow recipe is halal and safety for using because we already get a certificate by JAKIM and KKM. Our shop is located at the most strategy place at Kuantan Pahang because its many peoples will come to our shop also our shop is nearby by the main ways to go to the mall. Beauty glow recipe also had a marketing strategy that is to emphasize the quality and price of products. A touch of finest to the cake to shows appreciations, grateful and loved to others while make it affordable to those poverty in city. The management of beauty glow recipe consist of 5 executive manager include the General Manager, Muhammad Amir sadiq, Administration Manager, Haidir Hanif, Marketing Manager, Amir Arshad, Operation Manager Aqil Nsqib, and Financial Manager Muhammad Nur Safuan. These five executive managers are multi-tasking, efficient and high value of integrity. Last but not least, for our service and product commitment plan that is to aggressively build our brand through apps or website, brochure or pamphlet and a sales promotion. The finest, affordable and safety skincare that our local product is exists is beauty glow recipe. and the product that beauty glow recipe will provide are sure to will fall in love with our product.