



FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION (AM110)
AM110 5F
FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

BUSINESS NAME

SIMPLY BY SYAA

PRODUCT NAME

LA VIE EN ROSE

PREPARED FOR:

MADAM ROZIEANA BINTI A. HALID @ KHALID

PREPARED BY:

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LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
Faculty of Administration Science and Policy Studies
Universiti Teknologi MARA Cawangan Pahang
27600 Pahang

28 JANUARY 2021

Madam Rozieana Binti A. Halid @ Khalid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
27600 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**SIMPLY BY SYAA – LA VIE EN ROSE**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

ummi aisyah

.....
UMMI AISYA KHALILLAH BINTI ADNAN
General Manager

EXECUTIVE SUMMARY

Simply By syaa is one of the companies that produce perfume with a variety of fragrant that was named La Vie en rose. The name of La Vie En Rose was taken from french word where the meaning of that is Life in Pink. We take that name because our target market is female as we believe that many females like pink and perfume is one of the things that we use in our daily life . Moreover, pink is one of the colors that carry out the symbol of softness where it can describe our perfume fragrance that is soft and not too strong.

We choose to produce perfume as we want to make a new fragrance that is different from other perfume. Furthermore, we believe that not so many perfumes have a long lasting smell where it makes our instinct to produce this product stronger as we also experience the same thing with the other female. This company's headquarters is at Petaling Jaya and we do not have any plan to expand our company at recent times.

Our company is a new company that needs to compete with other companies that already existed a long time ago, so we need to make sure that our companies can compete with other companies first before we expand it to other countries and make many branches. Our product not only focuses on physical business but also digital where we have our own website to make sure that other people from other countries can buy it and we will post it to them.

1. Business Background

Table 1.0 Business Background

Name of the Business	Simply by Syaa
Business Address	H-F-4, Jalan Camar 4/2, Kota Damansara, 47810 Petaling Jaya, Selangor
Correspondence Address	H-F-4, Jalan Camar 4/2, Kota Damansara, 47810 Petaling Jaya, Selangor
Website	www.simplybysyaa.com.my
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Perfume manufacturing
Date of Commencement	1 January 2020
Date of Registration	2 February 2020
Registration Number	234568099
Name of Bank	Bank Islam Malaysia Berhad
Bank Account Number	

1.1 *Vision and Mission*

1.1.1 Vision

- To becomes the first choice of Malaysian consumer

1.1.2 Mission

- Bringing the spirits to everyone we meet and continuously make a productive impact on the world