



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*

.....  
(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	<b>Mekar Beauty Sdn Bhd</b>
Business Address	<b>Mekar Beauty Sdn Bhd, Tanjung Dua Belas (1), 42700 Banting, Selangor Darul Ehsan.</b>
Correspondence Address	<b>Mekar Beauty Sdn Bhd, Tanjung Dua Belas (1), 42700 Banting, Selangor Darul Ehsan.</b>
Website	<b>www.mekarbeauty.com.my</b>
E- mail	
Telephone Number	
Fax Number	
Form of Business	<b>Partnership</b>
Main Activity	<b>Selling lipsticks</b>
Date of Commencement	<b>5<sup>th</sup> January 2021</b>
Date of Registration	<b>25<sup>th</sup> December 2020</b>
Registration Number	<b>00173952-T</b>
Name of Bank	<b>Bank Rakyat</b>
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.