



اُنْبُوْا سِيَّتِي تِيَكُوْا لُوْكِيْنَ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF APPLIED SCIENCES**

**DIPLOMA IN SCIENCE (AS120)**

**AS1205B**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**HALAL NAIL POLISH ENTERPRISE**

**HALAL NAIL POLISH**

**PREPARED FOR:**

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## LETTER OF SUBMISSION

Diploma in Science (AS120)  
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21 JANUARY 2021

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Lecturer of Fundamentals of Entrepreneurship (ENT300)  
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26400 Pahang

Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**HALAL NAIL POLISH ENTERPRISE – HALAL NAIL POLISH**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....  
MUHAMMAD ZAMRAN BIN SALIM  
Owner

## **ACKNOWLEDGEMENT**

All praise in the name of Allah S.W.T. for his blessings and for giving us the strength and opportunity in successfully completing this business plan within the time allocated. We would like to take this opportunity to my thanks and gratitude to these amazing people, who have helped us and given their time and contribution towards the completion of this business plan whether it is directly or indirectly.

First and foremost, we would like to thank our lecturer, Madam Normilia Binti Abd Wahid for the continuous guidance, explanation and support in finishing this business plan. Although we are studying online, but she managed to deliver every information to us all despite not being able to see us face to face. Her teachings and guidance has helped us a lot during the completion of our business plan.

Next, is to thank all of our group mates for doing such a wonderful and giving their best effort and contribution together from planning until finishing this business plan. We managed to complete it even though we are far apart from each other. Not to mention to our beloved parents, family for the encouragement and support. Plus, acknowledging the help from our friends that were willing to help us in completing this business plan.

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## EXECUTIVE SUMMARY

This business is based on sole proprietorship which consists of an owner, an executive accountant, a customer service and two salespersons as the team management. Our company decides to sell nail polish, a fashion trend among youngsters and the old generation. Our target market is focused on 20 to 50 years old women and also men. Halal Nail Polish Enterprise with the tagline “Beauty is Passion” is located at 51, Jln Bukit Ubi, 25000, Kuantan, Pahang.

Halal Nail Polish Enterprise is a company which focuses on cosmetic products in Malaysia. Our Nail polish is breathable and Wudu’ friendly which are suitable for both Muslim and non-Muslim women to use. Not only that, it also comes with various beautiful colors with natural ingredients that help to cure nails. We also provide online delivery for customers that bought online at our official website.

To make it more attractive and interesting, some innovations were done by implying creativity and modern elements. The design of the bottle is uniquely shaped like a crown which differs from other nail polish products. Halal Nail Polish uses only the finest quality of ingredients and is free from harmful chemicals. Our vision is to become an important brand that represents quality in nail polish. This will be realized by full cooperation of team management. We expect that Halal Nail Polish Enterprise will be a well-known company with excellent products and a great competitor among other companies.