



UNIVERSITI TEKNOLOGI MARA
CAWANGAN PAHANG KAMPUS JENGA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

Twinkle Candles Enterprise Aromatherapy candle

**FACULTY OF ACCOUNTANCY (AC110)
DIPLOMA IN ACCOUNTANCY**

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LETTER OF SUBMISSION

Diploma in Accountancy (AC110)
Faculty of Accountancy
Universiti Teknologi MARA Cawangan Pahang
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Sir,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**TWINKLE CANDLES ENTERPRISE – AROMATHERAPY CANDLE**” to fulfill the requirements as needed as university requirements.

Below is the list of group members involved in completing this business plan :

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Thank you.

Yours sincerely,



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Noor Shahzmira binti Shahrudin
General Manager

ACKNOWLEDGEMENT

All praises to Allah and His blessing as we are able to complete our group assignment that has been assigned to us. This group assignment is done with effort and cooperation from all of our group members which consists of Aina Batrisyia Binti Mazlan, Anis Sakinah Binti Abd Razak, Noor Shahzmira Binti Shahrudin, Shakirah Binti Ab Manan and Tengku Amirah Hanis Binti Tengku Roslizam. Through effective communication, all of us are able to give full cooperation and commitment while understanding each other responsibilities and tasks to be done in order to achieve a better outcome for this group assignment.

Besides that, we would like to express our deepest and sincere thanks to Sir Mohd Aidil Riduan bin Awang Kader for assisting us throughout the process of completing this group assignment by giving advices, useful tips and valuable suggestions. With the knowledge of fundamentals of entrepreneurship that we learnt from him, we are able to make progress and complete the assignment within the due date. We truly appreciate for the knowledge that he shared with us, his willingness to assist and his kindness in motivating us which gives huge contribution to our group assignment.

Other than that, we also would like to thank our parents and family members for their unstoppable encouragement, big support and tolerance that they gave to us during the process of completing this group assignment.

Lastly, we also hope that all the experiences and knowledges that we obtained and applied throughout the process of completing this business plan would be beneficial for us in near future.

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EXECUTIVE SUMMARY

Twinkle Candles Enterprise is a partnership business that manufactures and sells aromatherapy candles. It is located in Shah Alam, Selangor and expected to start operating on 2 January 2021. This business is managed by five partners in total. The highest position among the partners is general manager follows by financial manager, administration manager, production manager and marketing manager. In addition, partners also contribute equal portion of capital amounting to RM100,000 each. Thus, the total business capital for Twinkle Candles Enterprise is RM500,000.

In terms of marketing plan, we have has several marketing objectives which are to introduce more scents of candles and increase online and in-store sales. The current aromatherapy candles to be introduced is Bergamot Lily Candle, Ylang Ylang Candle, Eucalyptus & Lavender Candle, Sandalwood Jasmine Candle and Roman Chamomile Candle. We are hoping to expand the business in order to introduce more scents in future. Other than that, our target market is segmented with demographic segmentation that target customers based on gender and age and also benefits. The price for each unit of our candle is as low as RM50 which is cheaper for a high quality of candle.

For operation plan, we want to increase our sales revenue and become the best-scented aromatherapy candle. Hence, to fulfil these objectives, we owned two different operation space which are shop and office and factory for more effective and efficient operation activities especially in terms of manufacturing and selling. Thus, customer could also visit our store and buy our candles during our business hour which is from 11 a.m to 8 pm from Tuesday to Sunday.

Next, we also want our administration to excels in terms of communicate effective information to each departments, produce more competenet employees and motivate employees. This is to enhance the bonds among us so that we are all in one direction to fulfil each organizational objectives. Each managers that consists of general manager, financial manager, administration manager, production manager and marketing manager has their own roles and responsibilities that must be done in order to achieve organizational's goals.

Last but not least, we also includes our financial plan that consists of project implementation cost, proforma cash flow, proforma income statement and financial budget that is based on our budgets from all plans including marketing plan, operation plan and administration plan. It is safe to say Twinkle Candles Enterprise will be having increasing trend on net profit for three consecutive years.