

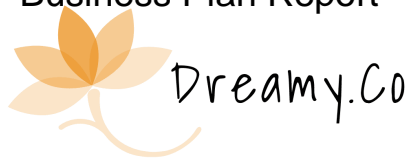


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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

Business Plan Report



Dreamy.Co (Health & Beauty Industry)

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Despite that, our backbones which are all of our parents, classmates, friends and every little things such as wireless Internet connections that enable us to communicate and find resources from Google that had helped us in every kind of ways. We are so blessed to have all of them and modern gadgets to perform the very best for this report. They are our biggest supporters and truly inspired us to do our very best in every things that we involved in.

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EXECUTIVE SUMMARY

Dreamy.Co is a partnership business consisting of 5 members. The main reason to set up this business is to produce a product line of skincare to suit with various skin complexity. Dreamy.Co's only store is located at Persiaran Setia Dagang, Bandar Setia Alam U13, 40170 Shah Alam, Selangor where it is the perfect location for our business to reach our desired target market which are . We offered the highest quality product with an affordable price for all customers despite their age and level of income. The vision of our business is to offer all women and men worldwide the best skincare innovation in terms of quality, price and safety to meet the infinite diversity of beauty needs and desires all over the world. Dreamy.Co, an innovative skincare brand which delivers high quality products for a fraction of the normal market cost in the future. Not to forget our logo that describes skin complexion and motto of 'Beauty for Real' which you are really beautiful regardless of your skin tone and let no one define who are you in the inside.

This report is divided to several sub-section which includes marketing plan, operational plan, administration and financial plan. To begin, Dreamy.Co's is founded by Miss Nur Qamarina Binti Al Hakim which is s a General Manager of the business while Nur Shyaidatina A'malillah is in charge as the Administrative Manager of Dreamy.Co. On the other hand, Siti Sarah as the Financial Manager,, Nurul Syakira working as an Operation Manager and lastly Nur Khalissa Yasmin as the Marketing Manager. All the person in charge in each position play an important role in order to run the business smoothly. A good management like this would help Dreamy.Co to achieve our mission and vision.

Dreamy.Co targeting consumers aged 18 to 32 years old which have no to not so high income and are likely to be our consumers because of our pricing. Besides that, our competitors such as BeYouTy skincare, Humaira' and Shine n Care company are those that we want to compete against for us to move forward in skincare industry. In order to ensure our business has caught the attention of the customer, we has implement a strategic plan such as the aggressive marketing strategy and efficiency in production management.

Lastly, Dreamy.Co experienced limitations in introducing the new product in the wide market and because of that, our management team learned to improve and gain knowledge on the wide marketing together with the business management including the operation and financial plan while completing this report. Thus the financial plan is the last step for our business and it helps us to get the business financial in the right direction. In a nutshell, we are expecting our business can expand the market potential such as to abroad country.

1.0 INTRODUCTION

No.	Details	Description
1.1	Name of Business	Dreamy.Co
1.2	Location of The Business	Persiaran Setia Dagang, Bandar Setia Alam U13, 40170 Shah Alam, Selangor
1.3	Date of Business Commencement	02.01.2021
1.4	Future Prospects of The Business	<p>We believe that our company will be increasingly growth. It is expected to have competitors now and even more in the future and that is why we try our best to offer the best product to our customer. We also offer collections that are wide-ranging and varied to our customer. As example, we are looking forward to produce our own line of cleansers and toners. We also have short-term and long-term goals in order to make company growth in future. For short-term, the team want this business gain profit day-by-day. With the profit, our company can improve lots of things about our skin care business. For example, hire employee to help promote company's product. For long-term, we want to open another branch in another strategic places. It will be better if we can access the market to all peninsular Malaysia, Sabah and Sarawak. From that, people will know that our product exist too. We would love to expand our skin care business worldwide as well.</p>

Table 1.0 Introduction of the business