



اَبُو سَيِّدِي تَيَكُونُو لَوِي كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ACCOUNTANCY**

**DIPLOMA IN ACCOUNTANCY (AC110)**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**Beauté Sdn Bhd - Beauté Skincare**



**PREPARED FOR:**

**MADAM SITI FAHAZARINA BINTI HAZUDIN**

**GROUP: AC1105E**

**PREPARED BY:**

<b>NAME</b>	<b>ID NUMBER</b>
Putera Amin Nur Haqkeem Bin Roslan	2018853252
Wan Nur Wirdani Binti Wan Nashrul Fazami	2018671442
Wan Nur Syahirah Binti Ramli	2018249138
Najwa Binti Azmi	2018433352
Nur Sahira Najihah Binti Mohammad	2018474988

## LETTER OF SUBMISSION

Diploma in Accountancy (AC110),  
Faculty of Accountancy,  
MARA University of Technology,  
Pahang Campus,  
26400 Pahang

10 JANUARY 2021

---

Madam Siti Fahazarina Binti Hazudin,  
Lecturer of Fundamentals of Entrepreneurship (ENT300),  
Faculty of Business Management,  
MARA University of Technology,  
Pahang Campus,  
26400 Pahang

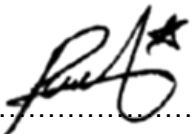
Madam,

### SUBMISSION OF THE ENTREPRENEURSHIP BUSINESS PLAN

Attached is the business plan titled "Beauté Sdn Bhd - Beauté Skincare" to fulfill the requirements as needed by the university requirements.

Thank you,

Yours sincerely,



.....

(PUTERA AMIN NUR HAKQEEM BIN ROSLAN)

General Manager

## **ACKNOWLEDGEMENT**

First, we are really grateful for the opportunity given to finish this assignment within the time given by our lecturer Madam Siti Fahazarina binti Hazudin. This successful outcome required a lot of guidance and support, and we were extremely fortunate to have such guidance and support from people that we cannot appreciate and thankful enough. This accomplishment is only due to the help we received.

We respect and sincerely thank our lecturer of Fundamentals of Entrepreneurship (ENT300), Madam Siti Fahazarina binti Hazudin for all the lessons and guidance during this assignment process. Not to forget our group members (*Putera Amin Nur Haqkeem, Wan Nur Wirdani, Wan Nur Syahirah, Najwa and Nur Sahira Najihah*) for all the cooperation and all the hard work given to this assignment. Last but not least, we would like to express our gratitude to our friends for the support and willingness to help us in this assignment.

# Table of Contents

EXECUTIVE SUMMARY .....	1
1.0 INTRODUCTION.....	3
1.1 Business Background.....	4
1.2 Vision and Mission.....	4
1.2.1 Vision.....	4
1.2.2 Mission.....	5
1.3 Organizational Chart.....	5
1.4 Logo .....	5
2.0 BACKGROUND OF OWNER.....	6
2.1 General Manager.....	6
2.2 Administration Manager.....	7
2.3 Marketing Manager.....	8
2.4 Operation Manager.....	9
2.5 Financial Manager .....	10
3.0 ADMINISTRATION PLAN .....	11
3.1 Introduction.....	11
3.1.1 Objectives .....	11
3.2 Manpower Planning .....	11
3.3 Schedule of Task and Responsibilities .....	11
3.4 Schedule of Remuneration .....	13
3.5 Office Furniture, Fittings, Office Equipment and Office Supplies.....	13
3.6 Administration Budget.....	15
4.0 MARKETING PLAN .....	16
4.1 Introduction.....	16
4.2 Description of Products.....	17
4.3 Target market .....	18

## EXECUTIVE SUMMARY

---

Beauté Sdn Bhd is a sole proprietorship that will be selling skincare products as its primary product and main activity of the business. Beauté Sdn Bhd will also provide good customer service as we are practicing Connie Edler quotes which is "Excellent customer service is the number one job in any company! It is the personality of the company and the reason customers come back. Without customers there is no company!". Hence, Beauté Sdn Bhd will consistently make sure that all the employees of Beauté Sdn Bhd are well trained to serve the customers with a polite manner and together build a friendly environment.

Other than that, in order to strengthen the relationship with the customer, Beauté Sdn Bhd provides product testers for the customers to try before creating their decision to purchase our products. Next, Beauté Sdn Bhd also serves the chief of buying and selling affairs (customers) through social media. This way, the customers can directly contact and ask any questions regarding any products they wish to inquire on. Plus, the customers will often be updated on the launching of our new products of the business. In Beauté Sdn Bhd, it is our mission to know our customers like the back of one's hand. Therefore, we provide membership cards for our valued customers so that they can accumulate points that can be redeemed to get free gifts.

Other than taking care of relationship with customers, Beauté Sdn Bhd also finds association with key partners as significant as our customers. Every company will have at least one key partner as key partner is an important entity for an organization or business to last long in their corresponding industries. As for Beauté Sdn Bhd, our key partners include our manufacturers and online delivery partner, J&T Malaysia for speedy delivery of products to our customers. Also, without good relationship with our manufacturers, we would not be able to find another one that has the best quality of supply. Another key partner of us include ambassadors that promotes and advertises the business' product.

Besides, there are a few other factors that determines the opportunity for Beauté Sdn Bhd in this industry. Firstly, we employ legal workers and we follow strictly by the labor laws. Other than that, the price of our products is affordable, and the quality is guaranteed because we strictly monitor and inspect the quality of the products delivered by the wholesaler. Moreover, our company prioritize hygiene before anything. Therefore, all employees are required to keep their hands clean and wear gloves before serving the customers.